

CANADIAN
FARM IMPLEMENTS

1923

CANADIAN FARM IMPLEMENTS

VOL. XIX., No.1

WINNIPEG, CANADA, JANUARY, 1923

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"Double your Savings; It CAN be Done."

UNION BANK OF CANADA

Head Office - WINNIPEG

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Again our Guaranteeing Companies have authorized a refund of 50% on Hardware and Implement Insurance for the year 1923. This is the 16th consecutive year that our companies have passed this 50% dividend on dealers' insurance investment. Is it not sound business to investigate a policy that assures you real protection and economy combined? We will appreciate an opportunity to serve you. We now have insurance in force in Canada of over \$12,500,000.

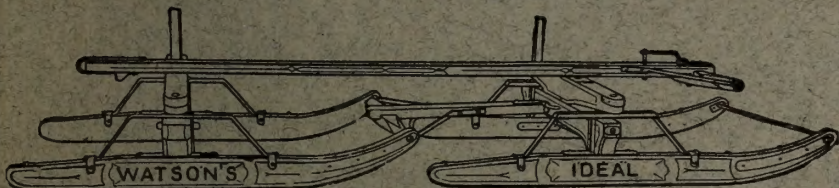
ASSETS OVER \$4,000,000.00.

NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

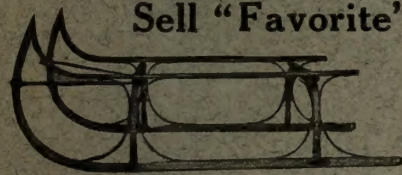
C. L. CLARK, Manager,
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SELL WATSON'S SLEIGHS



Watson's Genuine "Ideal" Sleighs give farmers superior construction and enduring service at low cost. Made in 2, 2½ and 3-inch steel or cast shod runners. Patent trussed bench. Special quality, seasoned, straight-grained woods. Heavy steel bracing throughout. Runners—white oak. Benches—grey elm or oak. Poles and reaches—heavy white oak. Runners have point of contact directly below bench. Shoes curved at rear; allow easy backing. Size for size, carry heavier loads than any other sleigh made.

Sell "Favorite" Cutter Gears



Fit any buggy body, turning same into a cutter in a few moments. Shipped knocked-down. You save freight. Get our prices on this line.

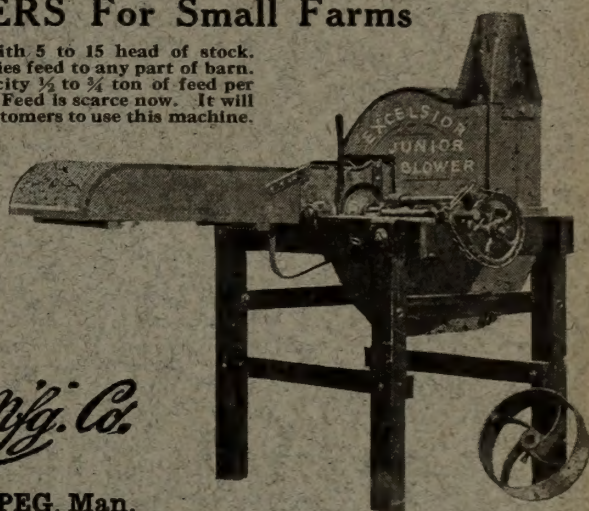
John Watson Mfg. Co.
LIMITED

311 CHAMBERS STREET, WINNIPEG, Man.

"EXCELSIOR JUNIOR" BLOWER FEED CUTTERS For Small Farms

The right size for farmers with 5 to 15 head of stock. 4 to 6 h.p. operates it. Carries feed to any part of barn. Elevates up to 20 feet. Capacity ½ to ¾ ton of feed per hour. Cuts three lengths. Feed is scarce now. It will be real economy for your customers to use this machine. It saves hours of labor. Ask for prices.

We stock repairs for Monitor Drills, and Moline and Janesville Plows.



BREEN BATTERY SPECIALS

TYPE \$25.85
136

Battery for Chevrolet F. B., McLaughlin, Oldsmobile, Nash, Studebaker cars.

TYPE \$31.85
712

Battery for Dodge and Maxwell cars.

Thousands of Satisfied Users

\$19.85

Battery for Ford, Chevrolet, Gray Dort, Overland and McLaughlin D and E cars.

GUARANTEED 18 MONTHS

BREEN MOTOR CO., LIMITED — WINNIPEG

The New Year

New Year's Day is a milestone in the journey of life—a record of the travelled years, and a pointer to the journey's end. The life behind us can be reckoned in years, but life ahead is a matter of days and full of hazard. Anything that we have omitted to do in the old year can only be made sure of accomplishment in the New Year by instant action.

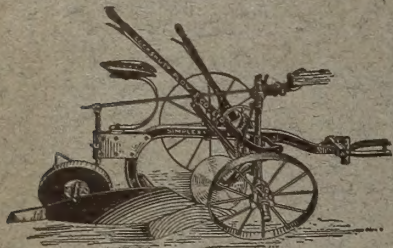
Free your wife and children from anxiety and possible regrets in the New Year by giving them the utmost possible protection through Great-West Life Insurance. Take out a policy today. Tomorrow it may be unobtainable.

Consult any of our Agents or write direct to Head Office for rates at your own age and various policy plans.

The GREAT-WEST LIFE ASSURANCE Co.

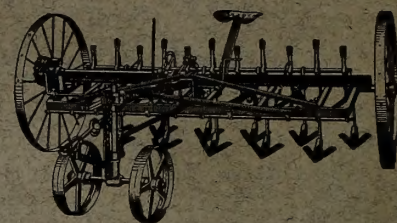
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Head Office : : WINNIPEG



COCKSHUTT

1923 LINE



A new buying season for Plows, Harrows, Cultivators, Seeders, etc., is on top of you. Farmers in every locality are in need of new equipment. You'll get a very profitable share of their business if you push the Cockshutt line aggressively.

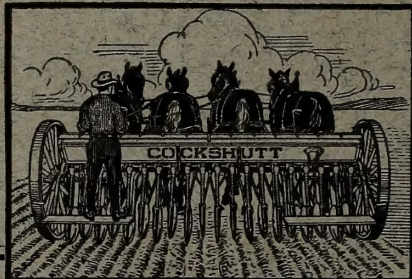
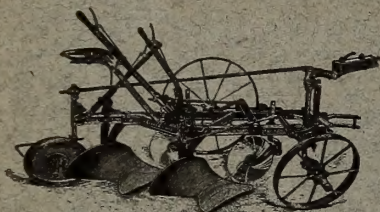
Cockshutt Implements are making friends for dealers because they're built especially to suit Western Canada conditions. There are sizes and styles to meet the demands of every customer. It pays to sell "a full line," backed by one responsible organization.

Farmers realize that efficient machines and methods are essential to their business and are planning to replace old and worn out equipment with modern, efficient implements. Now is the time to show them the superiority of Cockshutt Implements.

Talk it over with our traveller or write for full particulars and agency proposition.

Cockshutt Plow Company Limited

Winnipeg, Regina, Saskatoon, Calgary, Edmonton.



The "WATERLOO" Lines—A Winning Combination for 1923

You can secure sound, profitable trade this year by getting the Sales Contract for Waterloo Lines. This year tractors and threshers will be sold on the basis of earning power

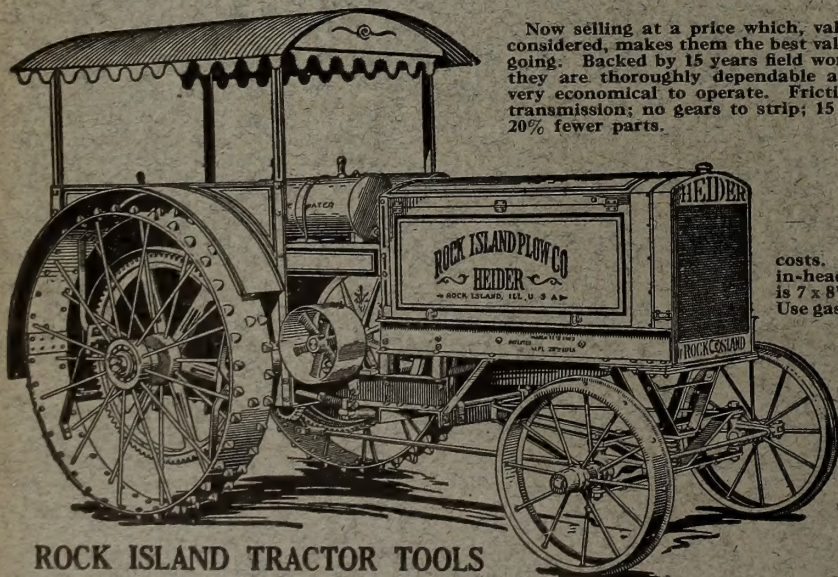
and economical operation. The makes we sell will maintain your demand. Now is the time to secure "Waterloo" representation for your sales territory.

"WATERLOO" CHAMPION SEPARATORS—Leaders for over 60 Years

Their reputation for good work, big capacity and dependable service, backed by the best design and construction in Canada makes this separator the best you can handle in 1923. A size for every demand. Equipped complete with Wind Stacker, Feeder, Wagon Loader, and Register. Get our sales proposition

HEIDER TRACTORS—12 - 20 AND 9 - 16 H.P.

Now selling at a price which, value considered, makes them the best value going. Backed by 15 years field work, they are thoroughly dependable and very economical to operate. Friction transmission; no gears to strip; 15 to 20% fewer parts.



ROCK ISLAND TRACTOR TOOLS

Now is the time to line up orders for Rock Island Tractor Plows. Two Types, Nos. 9 and 12. Operate perfectly with any tractor. In 2, 3 or 4 bottoms; equipped with the famous CTX mold-board. Positive furrow wheel lift. High clearance. The No. 38 Tractor Disc is made in 8 and 10 ft. sizes. Get our prices.

Waterloo Steam Engines in 16, 18, 22 and 25 h.p. are light in weight, unexcelled for construction and very economical to operate. Flexible power for plowing, road work and threshing. Ask for full details of our line and our dealer offer for 1923.

The Waterloo Manufacturing Co. Ltd.

Winnipeg Portage la Prairie Regina Saskatoon

Seven Sizes:

20x36, 24x36, 24x42, 28x42,
32x52, 36x56, 40x62

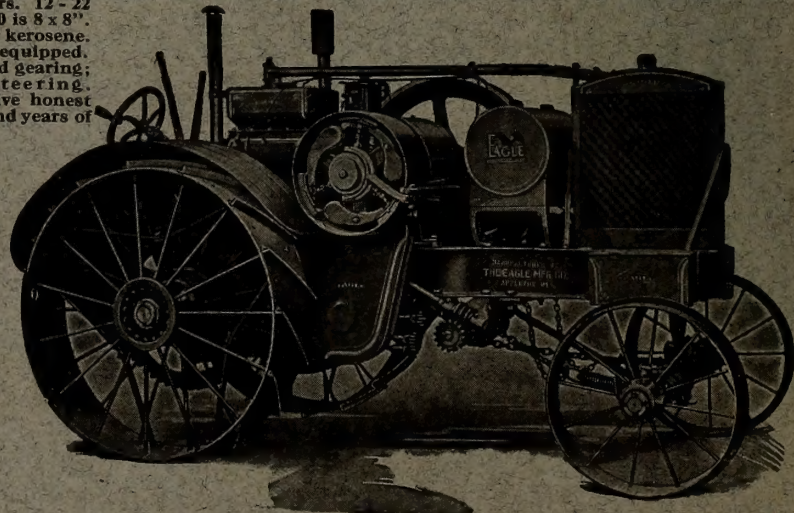


Canada's
Foremost
Threshers

"EAGLE" TRACTORS—12 - 22 AND 16 - 30 H.P.

For haulage and belt work the Eagle gives the farmer trouble-free service at low operating costs. Smooth, steady haulage, and ample power for all belt jobs. Heavy-duty twin cylinder valve-in-head motors. 12 - 22 is 7 x 8"; 16 - 30 is 8 x 8".

Use gasoline or kerosene. Hyatt equipped. Enclosed gearing; auto steering. They give honest value and years of service.

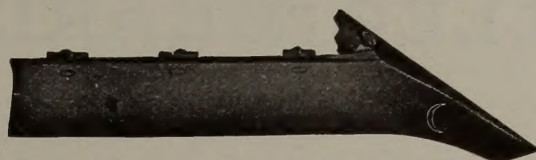




CRESCENT PLOW SHARES



Over
1500
Patterns

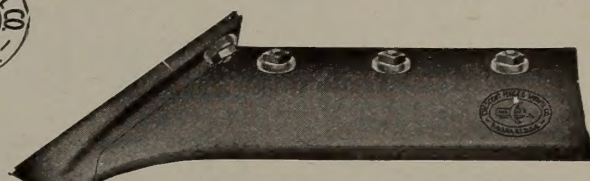


Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

Over
1500
Patterns



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Note the Trade-Mark

WHY Crescent Plow Shares

ARE THE BEST TO STOCK THE BEST TO SELL
THE BEST TO USE

Because:—

In addition to variety of pattern, exact fit, high quality and satisfaction in use, "The Crescent" plow share is the real safeguard to both dealer and user, insuring in itself and by its competition

*The best in quality and fit.
A really fair price to the user.
A fair profit to the dealer.*

Because: In addition to the maker's guarantee, Crescent Shares are also guaranteed as to fit, finish and material

By



D. ACKLAND & SON, LTD.
WINNIPEG - CALGARY



HYATT

ROLLER BEARINGS

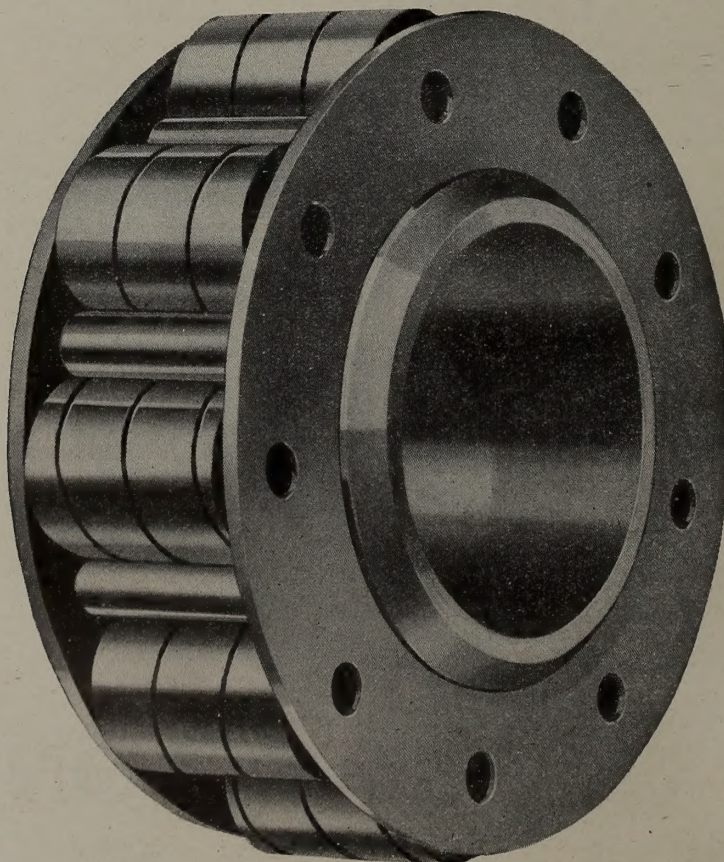
No adjustment of
any kind possible
or necessary. Ab-
solutely fool proof

Owners of Hyatt equipped farm machinery
do not have to know where the Hyatt
Bearings are located—it is enough to know
that they are there.

For a complete list of Hyatt Equipped Tractors and Implements write:

HYATT ROLLER BEARING COMPANY

Tractor and Implement Bearings Division, Chicago Motor Bearings Division, Detroit
Industrial Bearings Division, New York Pacific Coast Division, San Francisco, Calif.



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Increasing Efficiency in the Windmill

While water power is limited to certain localities, wind power is available everywhere, and this is one of the reasons why the farmer is the greatest user of wind power in the world. Another reason is due to the fact that a windmill of reasonable size and cost will pump sufficient water to supply him with all his needs.

The object of a windmill when used for pumping water is to convert the force of the wind into a vertical mechanical motion for operating a pump rod, and it is the aim of every good designer that the mechanism necessary to accomplish this be as efficient and require as little attention as possible. The early windmills while very crude in this respect, nevertheless served the purpose for which they were intended, but the trend of design in modern agricultural equipment is to make all improvements that will increase its life and make it deliver more, with less effort on the part of man, beast or the machine itself.

One of the handicaps in the operation of a windmill is the oiling problem and when driving through farming sections evidence is everywhere available that most mills suffer from lack of lubrication. The farmer can hardly be blamed for not wishing to climb a 50 or 60-foot tower. It is a hazardous business at best, and in the late fall or during the winter the risk of life and limb is just so much greater.

To lessen these dangers and to increase the efficiency as well as the life of the modern windmill, some mills are provided with anti-friction bearings that need attention far less frequently. Oiling these bearings once in three or four years, and at a time when conditions are most favorable for this work, is all the attention they require. Thus a dangerous work has been reduced to a minimum and time is saved which, of course, means a saving of money. But this is not all. These anti-friction bearings also save power, or, in other

words, they increase the amount of power available for useful work.

In a test two 8-ft. mills were mounted on 50-ft. towers and at various times the amount of water pumped was carefully recorded. One mill had plain bearings, the other anti-friction bearings. It was found that the mill with the anti-friction bearings delivered 34.5 per cent. more water than the plain bearing mill.

An interesting and very significant fact was established during these tests. It was noted that the anti-friction bearing mill would start to pump at a considerable period before the plain bearing mill and when the mill velocity was low the amount of the water pumped was as much as 50 per cent. greater.

As the velocity of the wind increased the increase in water pumped gradually became less. This is due to the fact that windmills are fitted with governing devices which limit the speed of rotation of the wind wheel, and it therefore follows that as the mills approach the point where they both run at the same speed the frictional loads necessarily become alike.

Implement Business in Australia

At a recent meeting of the Winnipeg Wholesale Implement Association, M. J. Rodney, managing director of the International Harvester Co. of Australia, gave a very interesting review of conditions in the implement business in Australia. Mr. Rodney was formerly manager of the Winnipeg branch of the International Harvester Co., and about six years ago was transferred to Australia to control the company's business in that country.

The speaker pointed out that while British and European manufacturers were represented in the Island Continent, the bulk of the trade was handled by one American and one Canadian company. The motor truck trade was a large one in Australia. In one city alone his company had

sold 302 trucks in one year, and in other cities a like proportion. The demand for motor trucks was greater for a city of given population than even in the United States.

This was a sign of prosperity in view of the fact that gasoline costs 85 cents per gallon. No binders are used in Australia, the harvesting being handled by header harvesting machines. The farmer can cut his grain any time from November to January, as the winter months are June, July and August. No rush in cutting is needed and the farmer can stop for a few days and do other work if necessary.

Imported implements carried a duty that averaged 45 per cent. The production of implements, to some extent, was handled by state implement factories. The steel factories had a high production cost, so that English steel could be imported at \$37.50 cheaper per ton than the Australian-made stock.

The method of handling implements in Australia is different from that in Canada. Manufacturers in Australia have no dealers, but simply agents. Those agents do not stock made-up machines, but only carry a line of principal repair parts. Every machine is shipped direct from the factory branch or warehouse to the farmer, the agent simply developing the sale in his territory. In many cases the farmers pay cash for their machines, but note settlement is also used although on a different basis than in Canada.

In Australia a note has the same commercial standing as a cheque. It is presented at the bank when due, and if the bank has funds to meet the note it is compelled by law to pay the note as it would a cheque issued by its client. This means, said Mr. Rodney, that the great percentage of notes are paid when due, but if the farmer, through any cause, cannot pay the note he goes to the company or writes in to them and immediately arranges for a

definite extension of credit, giving a further note, which is practically always met when due. There are, said the speaker, very few cases of a second renewal of a note.

In describing business conditions in Australia, the speaker stressed the fact that Australia was entirely dominated by trade union rule. If the company hires a worker, all they do is simply hire him—the trade union definitely states what that worker shall be paid, as the unions set wages for the employer.

Continuing, Mr. Rodney dealt with present conditions in the implement manufacturing and distributing businesses in America. Manufacturers are paying twelve dollars more for pig iron than they anticipated as the ton cost this season; steel they had expected to buy for \$1.50 was costing nearly double that, and labor costs still remain high.

Agricultural interests claim that the implement and machine manufacturer makes a fortune. In the past two years practically every factory has lost money, said the speaker. It is a peculiar situation that the implement manufacturer is hounded by farmers as a profiteer, and has legislation enacted in connection with his business, yet, claimed Mr. Rodney, "I have figures which substantiate that in the past 15 years the Ford organization has amassed greater profits than the entire implement industry of North America, including Canada. Money, easy money, is made by the sale of luxuries or semi-luxuries, and they have no governmental action, no condemnation, yet the makers of such vital essentials as modern implements are continually condemned as profiteers."

Retail Distribution

Commenting upon the condition of the retail implement dealer Mr. Rodney held that dealers generally had not prospered in the past ten years. It was most important that the manufacturers consider this fact and endeavor in every

way to better conditions so that the dealer is assured a profit. Manufacturers must see that the dealer maintains a fair price and also has a margin that assures his staying in the business, for it does not promote business if the dealer system of any factory has to be continually changed.

As regards settlement for implement lines, Mr. Rodney believed that implement settlement, which should come first, was often left to the last for payment. Cars are paid for out of the money made by implements, often sold on long credit. Taking the number of cars in use in the U.S. today, and allowing only \$300 per car for repairs, maintenance and running expenses, the cost will exceed the total money value of the 1922 production of the three leading crops—wheat, corn and cotton.

Winnipeg Wholesale Association Held Annual Meeting

The Winnipeg Wholesale Implement Association held their annual meeting in the St. Charles Hotel on December 12, with Pres. J. P. Minhinnick, Cockshutt Plow Co., in the chair. A large turn-out of members were present.

Several bills and accounts were passed for payment, and it was shown that the association had twenty-four members at date. In his address Pres. Minhinnick reviewed the re-organization of the association and dealt with the many matters in which it had done effective work for the wholesale implement trade in the past year. The various committees appointed had done good work in connection with features affecting the trade. In closing the president thanked the members for their support during his term of office.

The election of offices for 1923 was the main business of the meeting, the result of same being:

Officers for 1923

President, M. J. Carruthers, manager Advance-Rumely Thresher Co.

First Vice-Pres., John Robertson, manager Sawyer-Massey Co.

Second Vice-Pres., K. N. Forbes, manager Canadian Fairbanks Morse Co.

Secy-Treasurer, E. W. Hamilton.

Executive Board:—S. Koch, Gilson Products Co.; C. H. Whitaker, Massey-Harris Co.; W. N. Robinson, Robinson-Alamo Ltd.; D. N. Jamieson, R. A. Lister Co. of Canada; J. A. Tanner, International Harvester Co.; A.

Prugh, Gray Tractor Co. of Canada; D. Drehmer, John Deere Plow Co.; J. C. Menagh, Cushman Farm Equipment Co.; A. A. Thomson, Canadian Farm Implements Ltd.

R. McKenzie, manager of the Winnipeg branch of the McLaughlin Motor Car Co., a pioneer implement man in the province, who was a guest of the association, reviewed association activities in the wholesale implement trade some twenty-two years ago. He stated that in the old days the association had been a real means of keeping the implement men in contact and was pleased that the same spirit prevailed today. In all business enterprises such meetings were of value to members, claimed the speaker.

In a brief address Pres. Minhinnick regretted the loss the association sustained on the departure for Kansas of J. Redden, local manager of the J. I. Case T. M. Company. Mr. Redden, he said, had been a hard worker for the interests of the organization and they united in wishing him every success in his new sphere of action. As an expression of appreciation he asked Mr. Redden to accept a gold watch and chain from the association.

Mr. Redden replied thanking the association for their splendid gift. He had spent many years in the Canadian West and wherever he would be located he would look back with pleasure on the many friends he had in the implement trade in Winnipeg. He wished the membership individually the best of luck in their business.

The Situation of the Implement Manufacturer

In an address to the annual convention of the Iowa Implement Dealers' Association, C. S. Brantingham, president of the Emerson-Brantingham Implement Co., gave some interesting details regarding the present position in the implement manufacturing industry.

He pointed out that the manufacturers must plan nearly a year in advance. In the first half of 1920 sales contract orders came in on a basis of nearly double the volume of 1919. The factories made plans to handle a 10 to 25 per cent. increase in business in 1921 over 1920. As reported by Farm Implement News, the speaker pointed out that manufacturing orders and specifications had to be placed with the factories and the mills nearly a year in advance, a substantial quantity being placed as early as February

and March, 1920, for 1921 production.

A flood of cancellations nearly wiped the manufacturers' books clean, but they came too late to stop the materials ordered.

Factories were shut down. Men were out of work. The consumption of farm products was curtailed. It has taken the factories two years and may require another year to dispose of the excess inventories thus accumulated.

Finished machines, however, were pretty well liquidated in 1922. It is not to be wondered that manufacturers and dealers lost money in 1921 and 1922, for the manufacturers' business in 1922 in dollars will not be more than 1921. The depression in the implement business wiped out the entire surplus of most manufacturers accumulated in the years 1916 to 1920, said the speaker.

The years 1916-1920 measured in expansion of implement sales, in terms of dollars, were noteworthy, but not when measured by units or tonnage. From 1915 to 1919 the tonnage sold was 20 per cent. less than 1920. The year 1920 was the record for the U. S. implement industry in dollars, yet it was 25% less than 1913 in tonnage, and approximately 10 per cent less than during the years 1909 to 1912.

A demand sometime in the future is certain. That exact future depends upon:—The buying and paying power of the farmer, transportation conditions, supply and prices of materials and labor, and implement selling prices. Farm products in the United States are now 38% above the 1913 basis. All commodities are 54% above pre-war. Implements are only 42 per cent. above 1913 prices.

Enormous Requirements

"The fact that the farmers of this country have not purchased their full requirements of implements during the past five to eight years," said Mr. Brantingham, "makes it easily conceivable that the dammed up volume of farm implement business is today equal to at least two full years' normal production. In other words it will require the normal capacity of the implement manufacturing plants of this country for approximately two years' steady operation to supply this withheld demand before the farms will be as well equipped with machinery as they were in 1913."

It is now impossible to increase the available supply of implements for spring trade, and few will speculate on the demand as they were willing to do in 1919 and 1920. Dealers have a real

obligation to give as much advance notice on their requirements as possible.

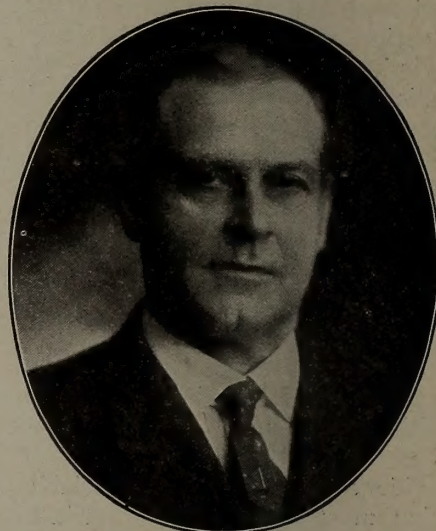
Present implement prices are but slightly above those of 1922, and the latter were unprofitable even on the 1922 basis of costs of material and labor. To make matters worse, pig iron has advanced in the last six months from \$18 to \$28 a ton, steel bars have increased from \$1.65 per cwt. to \$2.

Mr. Brantingham stated that it would require increases in wholesale prices of from 12 to 20 per cent. over present prices to enable the U. S. implement manufacturers to earn 10 per cent. net on his sales, which means but 6½ per cent. on capital invested, as it requires \$1.50 of capital for every dollar of sales per year.

C. E. Bronner Dead

C. E. Bronner, credit manager of the Avery Co., Peoria, Ill., died at his home in that city recently, following heart trouble. He was born in New York state in 1856.

The late Mr. Bronner was connected with the Nichols & Shepard Co., Battle Creek, Mich., as



The Late C. E. Bronner

salesman and collection agent, travelling in Nebraska, Michigan, and other states for a period of nine years. He was later connected with the J. I. Case Threshing Machine Co., at Racine, Wis., as a salesman and collection agent and later as manager at Jackson, Mich. The greater part of Mr. Bronner's life was spent in the agricultural machinery industry.

He went to Avery Co. Oct. 1, 1905, in the capacity of assistant sales manager. He was promoted to the position of sales manager early in 1909. He was made a director of Avery Co. and served in that capacity from 1907 to 1914. He was made credit manager the first part of January, 1921. Mr. Bronner was a stockholder in the Avery Co. and took an active part in the management



Four things we believe you want in the tractor you sell

1. *Lowest Fuel Cost.* As proof that the OilPull gives it to you, note that for 10 years this tractor has held the world's official records in low fuel cost.

2. *Lowest Upkeep Cost.* You get this, too, in the OilPull. Investigation shows OilPull yearly repair expense to be only half the national average found by government experts.

3. *Longest Average Life.* Here again the OilPull excels. Hundreds of the first OilPulls have passed the 10-year mark.

4. *Reasonable Price.* OilPull tractors are always fairly priced.

If the tractor you sell is to give your customers the service they expect, it must have, not one or two of these things, but **ALL FOUR** of them. They will find them *ALL in the OilPull*. Besides they will find Triple Heat Control—the wonderful system of oil burning that has made many of the famous OilPull records possible. Write for free book describing Triple Heat Control and other OilPull features. Also ask for our Agency proposition.

ADVANCE-RUMELY **THRESHER CO., INC.,**

Calgary, Alta. Regina, Sask. Saskatoon, Sask.
Winnipeg, Man. 48 Abell St., Toronto, Ont

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and farm trucks.

Serviced from 31 Branches and Warehouses



With the Manufacturers

The Toro Mfg. Co., Minneapolis, has arranged to increase its capital stock to \$750,000.

The Chicago offices of the Hyatt Roller Bearing Co. will be moved Jan. 15, to the Conway building, 111 W. Washington St. William Gamble, formerly with the Moline Plow Co., has been appointed assistant purchasing agent of the Rock Island Plow Co.

The plant of the American Steel & Wire Co., Kokomo, Ind.

is to be enlarged and additional equipment installed at a cost of about \$400,000.

E. M. Lagron, who for the past two years has been manager of the advertising department of the Holt Mfg. Co., Peoria, Ill., has resigned.

The Minneapolis Threshing Machine Co. of Hopkins, Minn., has established a branch house at 376-380 S Senate Ave., Indianapolis, Ind.

The Ford Motor Co. will construct a \$6,000,000 plant near Chicago for the building of automobile bodies and the assembly of cars.

S. G. Walton, St. Catharines, Ont., has made arrangements at St. Catharines, Ont., for the manufacture of implement parts for mowers, harrows and cultivators.

The National Auto Shows under the auspices of the National Automobile Chamber of Commerce will be held at New York on Jan. 6 to 13 and at Chicago Jan. 27 to Feb. 3.

President Frank C. Johnson of the American Seeding-Machine Co., states that the implement manufacturers expect a brisk trade in the early spring.

Announcement is made by the Peter Schuttler Co., of Chicago, that an advance of approximately 5 per cent. in prices of Schuttler wagons has been authorized.

The Macartney Milking Machine Co., of Ottawa, are putting a new hand milker on the market. They had it on exhibition at the Ontario Winter Fair.

Link-Belt Co., Chicago, Philadelphia and Indianapolis, has recently completed a new general catalog, No. 400, which embraces the entire line.

On and after Jan. 15, 1923 the Chicago offices of the Hyatt Roller Bearing Co. will be located in the Conway Bldg., 111 West Washington St.

A new series inductor-type magnet is announced by the Splitdorf Electrical Co., 90 Warren St., Newark, N. J. Two sizes are made, model S being the smaller and model SS the larger.

Over 8,000 cwt. of Canadian binder twine were imported to the United Kingdom in the five months ending August last, and in the same period 2,500 cwt. were imported to Denmark.

The Gehl Bros. Mfg. Co., West Bend, Wis., announces that it has made arrangements to job the Western land roller manufactured by the Western Land Roller Co., Hastings, Neb.

The Kohler Co., Kohler, Wis., manufacturer of farm lighting plants and other lines, has acquired property in Philadelphia, Pa., and will build a three-story branch plant.

The Page Canadian Milking Machine Co. have opened up business in Eastern Canada. They are located at 23 Scott Street, Toronto. The Page Milker is a hand-operated machine.

The Gary Motor Truck Corporation, of Canada, Limited, Toronto, which took over the assets of the Chase Tractors Corporation, Limited, last year, has suspended operations for the present.

The Petrie Manufacturing Company, of Hamilton, manufacturers of cream separators, have made an assignment. The company had been in business at Hamilton for the past twenty-five years.

The Inland Products Co., St. Louis, Mo., is now occupying its new three-story plant. Coincident with its removal to its new and modern quarters the company has announced a new addition to its line.

CARON LIGHT WATER & POWER PLANT



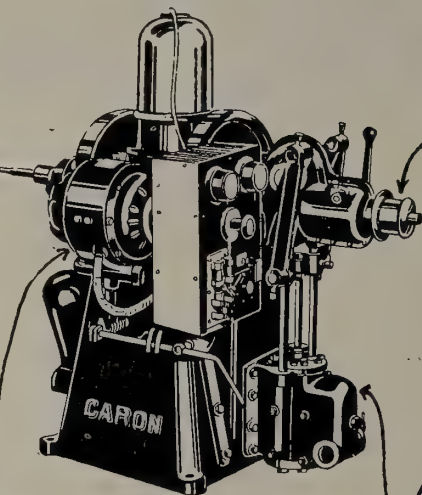
\$18.00 for the Caron Friction Separator Drive, which operates Cream separator direct from Engine without belts, pulleys, or motor.



\$147.00 for Engine complete with pulley for operating belt driven machines, and base already ready to receive all other units shown.



\$160.00 includes 1000 Watt Generator with switchboard and self starter mounted on bracket ready to attach to Caron Engine.



3 H.P. Caron Patented
Valveless Engine

\$147.00



\$70.00 additional buys the Caron Double Acting Plunger type pump with a capacity of 700 gallons per hour.

The Engine may be Purchased Separately and other Units added as required

THE CARON PATENTED VALVELESS ENGINE is the basis of a Farm Power Unit without an equal. The Caron Engine has only three moving parts—all valves, springs, gears, tappets, etc., having been eliminated. This is the greatest step forward in gas engine construction in recent years. No other engine will give bright electric light, pump water and furnish power for the farm as cheaply as the "Caron."

A special feature of the Caron Plant is that while sawing wood, pumping, grinding or separating, you can charge storage batteries at the same time with little expense. Our large Montreal factory, recently equipped for the production of the Caron Plant in quantities, is now running to capacity, and we are prepared to look after the tremendous demand there is in the West for this wonderful plant.

We require Local Dealers throughout the Western Provinces, and will consider applications from desirable representatives. The agency for the Caron Plant will prove a very valuable asset to those securing same.

Easy Terms if desired. Write for full particulars

CARON BROTHERS, Inc., 233 to 239 Bleury St., MONTREAL

A steering control for the Fordson tractor which can be used with grain binders in the harvest field, with 2-row corn cultivators, and with grain drills, is being made by the Caswell Mfg. Co., Cherokee, Iowa.

Fred Glover, who was formerly in the farm equipment trade, and who joined the Timken-Detroit Axle Co. as vice-president and general manager a few years ago, has been elected president of that company, succeeding A. R. Demory.

H. R. Herschel, Jr., secretary of the R. Herschel Mfg. Co., Peoria, Ill., reports that business of supplies and repairs is keeping up in fine shape; that dealers are placing stock orders in fairly large quantities at the present time.

For the year ending Sept. 30, a deficit of \$1,340,648 after interest and depreciation had been met is reported by the J. I. Case Plow Works Co., Racine, Wis. The previous report for the 15 months ending Sept. 30, 1921, showed a deficit of \$2,985,794.

President Finlay P. Mount, of the Advance-Rumely Thresher Co. states that unit sales at the end of the year were 56 per cent. higher than at the corresponding period last year, and that dollar sales should be from 15 to 20 per cent. above 1921.

Fairbanks, Morse & Co. are transferring their pump department from the plant at Beloit to the branch plant at Three Rivers, Mich., in order to make the greater part of the Beloit plant available for the production of farm gas engines.

The Plymouth Cordage Company's directors, last week, called a special meeting of the company's shareholders to be held on January 20, to vote on a proposal to increase the company's capital stock from \$4,000,000 to \$8,000,000.

The MacDonald Thresher Company of Stratford, Ont., have made an assignment to G. T. Clarkson, authorized trustee, of Toronto. It is announced that the chief cause of the decision to wind up the affairs of the company was the bad collections.

D. K. Webster, president of the Webster Electric Co., Racine, Wis., died recently. In his death one of the leading figures in the magneto industry was removed. Mr. Webster was the founder of the Webster Co.

A regular run of production Bear tractors will be on display at the Good Roads Show at Chicago, January 15-19. The exhibition of this new track-layer trac-

tor is expected to arouse interest. It has been widely advertised to distributors, dealers and contractors.

The Massey-Harris Company, Toronto, are employing about 600 men at their Brantford plant and are gradually taking on additional men who were formerly on their staff. The business of the Massey-Harris Co. in Ontario has shown a substantial improvement in recent months.

The Owatonna Implement Mfg. Co. has been organized and incorporated at Owatonna, Minn., with a capital stock of \$100,000. This company will succeed the New Owatonna Mfg. Co. The incorporators are R. L. Thompson, J. W. Koepsell, Henry Stephan and Morton Morrissey.

Early in the year, Lorne Tractors, Limited, successors to West Lorne Motors, Limited, will begin manufacturing operations in suitable premises, which they are securing in Tillsonburg, Ontario. West Lorne Motors were established at West Lorne, Ont., by Hugh A. Carmichael, in 1912, and incorporated in 1904.

John R. Ripley who for the past six years has been with the Tractor Division of the Hyatt Roller Bearing Company, Chicago, recently accepted a position with Albert Frank and Co. at their Chicago office. Mr. Ripley joined the Hyatt Company as assistant advertising manager and for the past year has acted as advertising manager for the Tractor Division.

The Detroit Steam Motor Corporation, of Canada, Limited, have been incorporated with an authorized capital of \$1,000,000, and are preparing to establish a Canadian factory. They have not yet definitely decided on the site of their plant. The Company will manufacture a moderately-priced steam car to sell to the Canadian trade at \$2,100.

The capital stock of the R. Herschel Mfg. Co., Peoria, Ill. will be increased from \$50,000 to \$1,500,000. The company, who make implement parts, was organized in 1887, and incorporated in 1893 for \$30,000. In 1895 the capital was increased to \$50,000, since which time the company has been placing earnings into the enlargement of the plant until at the present time it has an invested capital of over \$1,500,000, being one of the largest plants of its kind in the world.

W. C. Durant, head of the Durant Motors, Inc., is one of the incorporators of the New Process Gear Corp., recently organized at Delaware, N. Y.

ASPINWALL POTATO MACHINERY



Cutters : Planters Sprayers : Diggers Sorters

Would you like to handle a line
of Potato Machinery that

Possesses Worth and Merit?

Insures Satisfied Customers?

Can be sold at a nice profit?

Backed by a positive Guarantee?

Enjoys an Established Reputation?

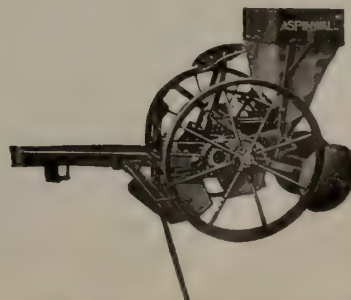
We are offering all of the above and even more in the Aspinwall Line of Potato Machinery. Let us explain new features being placed on our No. 3 planter this season. Write for our 1923 prices. It will pay you.

Aspinwall Canadian Co., Ltd.

GUELPH - - ONTARIO

WORLDS OLDEST AND LARGEST
MAKERS OF
POTATO MACHINERY

ASPINWALL NO.3 PLANTER



New Harvester Company Branch Has Fully Equipped Truck Service Station

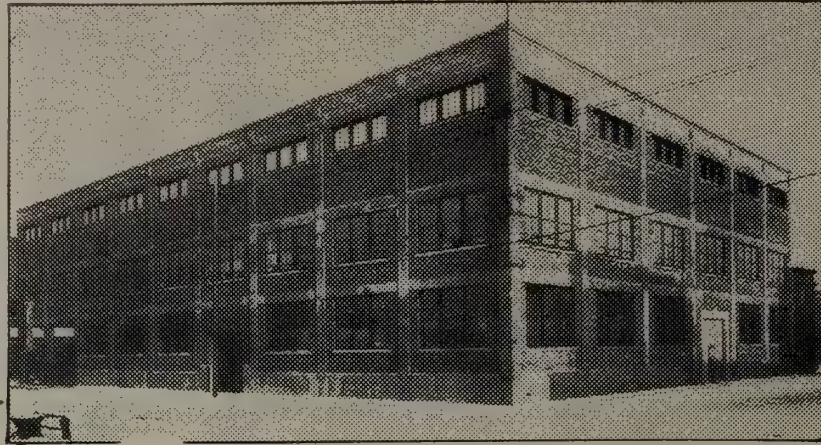
Located in various strategic sales centers throughout Canada, are large, fully equipped, branch houses built for, and operated by the International Harvester Company. In keeping with its importance as the largest city in Canada, and the center of an important Harvester Company sales district, Montreal has been given the best and most modern branch house and service station in Canada.

The building recently completed at Maguire and De Gaspé Streets is three stories high, of high grade brick and steel construction, and contains approximately 55,700 square feet floor space, sufficient to provide for storage of a large variety of machines, implements and replacement parts, which may be provided at a moment's notice to customers in the Montreal sales territory, large sample rooms for full display of the complete International lines of implements and machines, a separate large display room where various types of International trucks will be shown, numerous offices and a complete service station.

A. W. Quinn, Manager for the International Harvester Company of Canada at Montreal, is particularly enthusiastic about provisions for service at the new branch house for International trucks. This service station, he declares, will rank among the best automotive service headquarters of its type in Canada, and is in keeping with the enlarged development of International Motor Truck business in Canada.

Back of each service policy stands a company with more than 90 years successful manufactur-

ing experience—a company operating a large motor truck factory at Chatham, two in the States and another under construction. The company uses thousands of motor trucks in its own organization, notable among which are the famous "Red Baby" speed trucks for dealers.



New International Harvester Branch House at Montreal, Que.

International motor trucks are built in 14 sizes, from the made in Canada 2,000 pound capacity speed truck to the 10,000 pound heavy duty model. A great variety of body types are available.

Changes in Fairbanks-Morse Organization

With a view to improving the service to its customers on the Prairies the Canadian Fairbanks-Morse Company, Montreal, announce the following changes in the personnel of its organization which became effective January 1, 1923.

Kenneth N. Forbes, manager of the Winnipeg branch, will have general supervision over the Prairie Houses, with headquarters at Winnipeg.

C. S. Williams who for many years has been connected with the St. John, N. B. house, will be-

come manager of their Calgary branch.

C. R. Gall who has looked after the Company's interests at the head of the Lakes, with headquarters at Fort William, has been appointed representative at Edmonton.

Roy M. Robertson will continue as manager of the Regina branch of the organization.

New Timken Bearing Service

An important improvement in the servicing of Timken tapered roller bearings went into effect on January 1, when the Timken Roller Bearing Service & Sales Company started to function.

This new company adds the final link to the chain of complete control which The Timken Roller Bearing Company exercises over its product from the raw material to the sale and maintenance of the finished bearing. The company owns and operates complete steel, rolling, and tube mills, thus assuring the quality of the electric steel from which Timken Bearings are made.

The source of supply is protected both in North America and abroad by five complete factories

located at Canton, Ohio; Columbus, Ohio; Birmingham, England; Paris, France; and Walkerville, Ontario, Canada.

The new Timken Roller Bearing Service & Sales Company brings the servicing of Timken Bearings also directly under the supervision of the Timken Roller Bearing Company. Thirty-two direct factory branches are maintained of which one is in Toronto and one in Winnipeg. In addition a country-wide organization of authorized distributors is maintained. A complete stock of all sizes of Timken bearings is kept at each station.

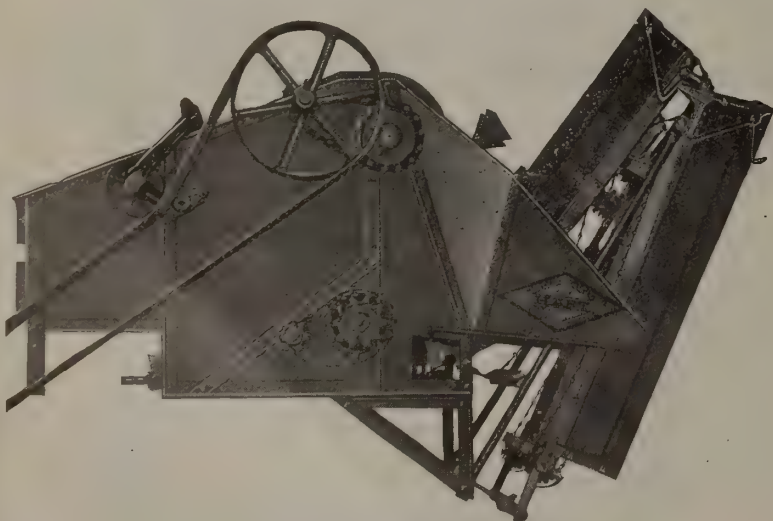
Prof. Wirt With Case Threshing Machine Company

Prof. F. A. Wirt, formerly Professor of Agricultural Engineering, University of Arkansas has recently joined the Advertising Department of the J. I. Case Threshing Machine Company. He will be engaged in sales promotion and advertising work. He comes to his new work experienced in the use of farm machinery in the field, building and erecting it in the factory and selling it to the dealer and user. He has served as salesman, sales promotion specialist and special representative with large implement concerns.

Separator Co. Reorganized

Officials of the Empire Cream Separator Co., Bloomfield, N. J., have organized the Empire Milk-ling Machine Co., which has been incorporated with a capital stock of \$500,000. Incorporators are A. J. Welch, H. E. McWhinney and E. A. Haeusler.

Cold feet are the result of thinking of yourself instead of your work.



HART NEW MODEL

The only feeder that automatically changes speed to prevent overloading or slugging.

Notice how carrier folds. No ratchets, screws or levers. Simply push down on outer end. Takes up no room. Gives more tongue clearance. Pitching throat 12 inches deep and 15 inches wider than main feeder.

All steel construction. Furnished with 9 or 14-foot folding carrier.

Back Geared Drive. 2 to 1 reduction. Less power. Steady and quiet.

Handles grain, flax, clover under all conditions. Fits any separator.

Ask for catalog of the Feeder that can be operated with 1½-inch belt.

Hart Grain Weigher Co.
PEORIA, ILL., U.S.A.



CASE
TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES
POWER FARMING MACHINERY

NOTE: We want the public to know that our plows and harrows are **NOT** the Case plows and harrows made by the J. I. Case Plow Works Company.

MILLIONS of dollars are being expended annually in road making and road maintaining equipment. The most important part of this equipment is the tractor.

Power farming dealers should be prepared to sell tractors to contractors, to road officials and to farmers for road work and so share in the profits made possible by this enormous new business.

Dealers who handle Case tractors have many advantages in soliciting this business. Case tractors are standard road making machines, dependable and durable. They are well adapted to all forms of road work, because:

Proper distribution of weight gives effective traction.

Low center of gravity makes it safe to operate on side grades.

Short turning and flexible steering saves much time.

Heavy duty engines, with well balanced parts and ample reserve power, assure continuous operation at full loads.

Specially designed manifolds and heat control enable the engines to operate on low grade fuel with extreme economy.

The Case drawbar provides a convenient hitch for all kinds of road machinery.

The belt pulley, mounted on the engine crankshaft, delivers the full power of the engine at the belt for operating concrete mixers, rock crushers or other belt machinery.

Case tractors are made in sizes best adapted to road work conditions. They operate any make of machinery.

We also manufacture steam road rollers, rock crushers and other road machinery.

Don't neglect this opportunity to increase your sales volume in 1923.

J. I. Case Threshing Machine Company

(Established 1842)

Dept. A-44

Racine

Wisconsin

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon. Saskatchewan—Regina, Saskatoon. Ontario—Toronto.

The High Cost of Weeds and Dockage

It is estimated that from September 1st, to the close of navigation, Western farmers paid out close to \$1,500,000 in freight on weeds and dockage shipped from the prairies to lake head ports. This, be it remembered, with only half of the grain moved. Taking the balance of the grain that is destined for lake head ports and that which proceeds through other channels, it is conservatively estimated that farmers will have paid the railways over \$5,000,000 for carrying a comparatively useless product—but one which could have been kept at home for feeding stock.

Checking up elevator records and estimates, it is found that the 1922 crop, besides being the

this. Beyond cleaning and selecting their grain for seeding, the humble fanning mill will give the farmer an assurance that he does not put money into the pockets of the railroad companies. He has the screenings for feed, and it has been proven that sheep can be most effectively fattened on this waste product, which in the past has been generally dumped in Lake Superior by the elevators.

Value of U. S. Field Crops

The total value of the field crops of the United States for 1922, according to figures issued by the Department of Agriculture Dec. 15, is \$7,572,890,000. The value of the same crops in 1921 was \$5,729,912,000. This shows an increase of approxi-



These grade sheep were bought on the Winnipeg stockyards as feeders. They have been fattened on a city lot on screenings, for which the grower received nothing but a bill of charges for transportation. The sheep are ready to go back to the stockyards at top market price, at a handsome profit to the city feeder. It is the rule, rather than the exception, for prairie farmers to ship their stock to market unfinished, and then to pay the railroads for hauling away the feed which would have put the needed flesh on the stock. Why should the farmer pay transportation companies millions of dollars to haul screenings to lake-head, when he can raise nice sheep on 2 lbs. screenings per head per day. The nearest ewe was bought for \$4.00 and gave \$25 value in lambs in one year.

biggest in the Dominion's history, is also probably the best in grade ever known, and yet the dirtiest. This apparent paradox is explained by the fact that when weeds and mixed grain have been removed from the shipment, the remainder is 95 per cent. of contract grade, 70 per cent. No. 1 northern, 18 per cent. No. 2; but the dockage on cars is fairly estimated by grain elevator men at four per cent. on the average, which is a terrific figure, and that much dead weight on the producer's shoulders.

Nearly 188,511,000 bushels of grain were hauled to the twin ports during the fall rush. Four per cent. of this would mean 7½ million bushels, the equivalent of about 4,400 cars, at \$300 per car hauling average. This means that the railroads had to provide 100 trains to haul dockage from western farmers to market. The average works out about 4 per cent; some cars have run past 20% dockage. The dealer requires no better argument for the sale of fanning mills than

ately \$1,850,000,000, or 32.1 per cent.

The corn crop is worth approximately \$600,000,000 more than that of 1921 and the value of the wheat crop is about \$90,000,000 more than that of last year. The price of oats was not affected by the large increase in production and the value of the crop is \$153,000,000 in excess of the value of the 1921 year.

The yields of some of the leading crops were: Wheat, 856,211,000 bus.; corn, 3,068,569,000 bus.; oats, 1,215,496,000 bus.; barley, 186,000,000 bus.; rye, 95,000,000 bus.

Cost on Per Pound Basis

Taking the per pound weight basis in respect to the present cost of farm machinery in the United States demonstrates that implements are probably the cheapest commodity the farmer now purchases.

Dump rakes, for example, sell at 9 cents per pound; disk harrows at the same cost, mowers at

10 cents per pound, binders 11½ cents, grain drills and cultivators 13 cents, gang plows at 15 cents.

Sight-Seeing Busses for Advance-Rumely Tractor Schools

In order to give the students of their Tractor Schools an opportunity to see all points of interest in the ten cities when the schools will be held this winter, the Advance-Rumely Company have had three of their truck chassis equipped into bus bodies to make sight-seeing trips for an hour and a half after school period each day.

These busses are strictly up-to-date, and carry twenty passengers on well-upholstered cross seats. They are well lighted and ventilated, and are finished in Oil Pull red and green. After each school, these busses will be driven to the point of the next school.

The New Lister Twin Cylinder Engine

One of the interesting features at the Smithfield Show, held in the Agricultural Hall, London, England, from December 4 to 8, was a display of engines by R. A. Lister & Co., Ltd., of Dursley, whose engines are sold in the Canadian West. A full range of sizes from 2 to 12 b. h. p. were

the Lister patent vaporiser. In the design of carburetor and vaporiser all mixing taps are eliminated. The vaporiser is claimed to be so economical that the power developed on kerosene is as great as that procurable from high grade gasoline.

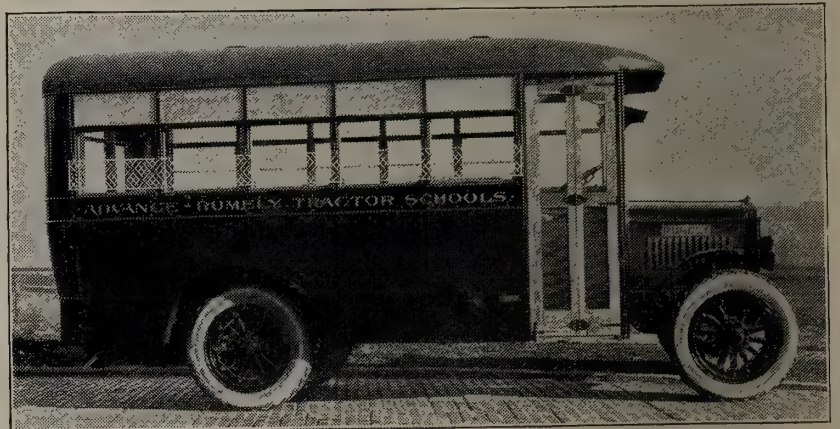
Another new Lister product shown was their model "C" cream separator, in which the bowl has conical plates kept apart by distance pieces. These pieces give a series of separating compartments, and the plates can be inserted in any order.

International Harvester Company Acquires The Dunham Culti-Packer

The International Harvester Company takes pleasure in announcing that, effective two months ago, Dunham Culti-Packer will be made exclusively in the Harvester Company's plants and sold by the Harvester selling organization.

The Dunham Culti-Packer has, in a very short time, become universally recognized as an essential farm implement. It is the Product of The Dunham Company, a firm which has spent seventy-six years in developing and perfecting tools of this type.

The purpose of this arrangement is to give the Culti-Packer the volume of sale and the univer-



Model A Advance-Rumely Motor Truck, fitted with a 20-Passenger Bus Body.

shown, also the latest addition to the Lister line, their new 12 h. p. twin-cylinder, portable, kerosene engine, which has a spray type cooler. The engine, fuel tank and the condenser-cooling arrangement are all mounted on a strong steel-frame trolley, with large iron wheels.

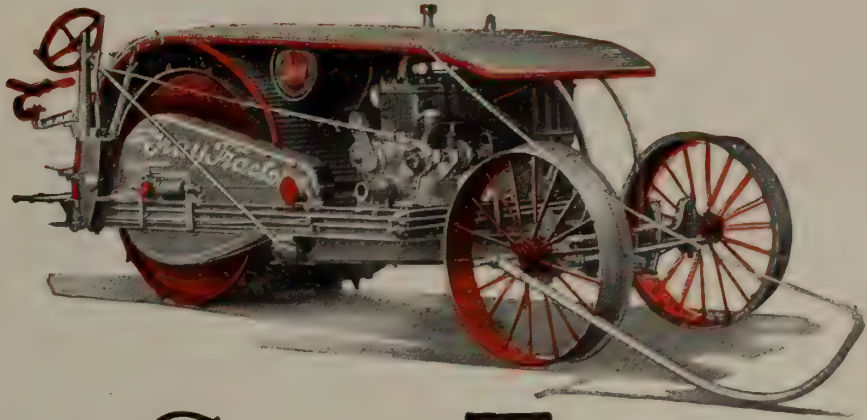
The advantages of this type of cooling system are that, as the water level in the tank is below the cylinder jacket, and is forced by a pump through the water jacket, the jacket need never be drained in the coldest weather, as the water automatically drains through the pump into the tank.

The new series of Lister Kerosene engines have been specially designed for this fuel. They have detachable cylinder heads, and

sal distribution which it merits.

This tool will continue to be marketed under the name "Dunham Culti-Packer," The Dunham Company retaining an active interest in the further development of the product. The Harvester Company will thus take advantage of the extensive publicity work which has already been done, and will continue to link it with the reputation which the Dunham family has long enjoyed in the land roller and land packer field.

It is the firm conviction of the Harvester Company that the Dunham Culti-Packer will eventually be found on every farm in the world where modern tillage methods are employed, and that it will take its place alongside the harvester, the tractor and the plow as an aid to farming.



A Greater Gray Tractor

Another indication of continued Gray progress comes with the appointment of George Sykes as general manager.

The calibre of the Gray organization, and its impregnable financial position are being made more than ever a guarantee of the high reputation of Gray Tractors.

Their performance record in the hands of thousands of farmers has its foundation in Gray experience, facilities and personnel.

Under present operations Gray Wide Drum Drive becomes a still more powerful influence in the tractor field.

Gray distribution is being increased to keep pace with manufacturing expansion. With the general improvement in agricultural conditions, tractors are now for the first time coming into their own.

Every dealer has a direct interest in learning what Gray is going to do in this enlarged market. Write us.

GRAY TRACTOR COMPANY, Inc., Minneapolis

GRAY TRACTOR COMPANY OF CANADA, Ltd.
180 Lombard St., Winnipeg, Manitoba

Gray

Radioitis

Today we see along every city street, and over far-flung horizons, above quiet prairie homes the tracery of radio aerials? Where is this spasm of radioitis going to end? Three years ago a professor of electrical engineering entertained a group of newspaper men in a Winnipeg hotel and told them some of the immense possibilities of the wireless telephone. One daily paper manager scoffed at the idea—said that it would put the daily paper out of business. Today, above his building are 70 feet aerials, and below is a powerful sending set.

Today there are well over eighty powerful broadcasting stations in the United States and Canada. In every quiet street, in every town and village throughout the West will be found the radio enthusiast. And we are only starting. Factories cannot turn out the equipment fast enough. You wait your turn to get the goods. Firms are being capitalized with millions of dollars to sell radio sets. Large and small stores carry them in stock. Farmers are adding radio phones to their farm equipment and are (in the United States) receiving regular messages from Government sources and farm papers, telling about weather prospects, market prices, etc. In addition a daily entertainment program is doing much to relieve the monotony of farm life.

In short there is hardly a phase of life which has not already been touched by the radio-telephone. The tired business man can lie in bed and hear the sermon or snore, according to taste. The politician can make his promises and curse his opponents by the wireless route. There is no end to the possibilities of this modern development.

The point is that in every community there are and will be many who are afflicted or will be afflicted by radioitis. Many amateurs will without doubt try to make their own sets—but more sets will be sold—and by whom. In the average community there is no electrical shop. Who will handle the radio business? Will it be the hardware man, the garage man, the lumber man, or the implement dealer?

Why should not the implement dealer get into this line which offers a nice margin of profit. The cost of the set varies with the range. For \$30 or \$35 a set may be had that will listen in to a transmitting station within 50 miles. For a



CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF AND DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—J. B. Rathbone, 95 King St. E., Toronto;
317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign, \$1.25 per year; Single Copies, Ten Cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, JANUARY, 1923

set that will take messages from a broadcasting station a thousand miles away the cost would be about \$300. For the farms the larger sets will be in greatest demand so that they may be in contact with the broadcasting sets in the larger centres.

The dealer may say that the radio business is entirely without the implement business. Is any line without the concern of the dealer that will pay a commission of well over 30 per cent. on the sale? The dealer may say that an expert is required to handle such a line—but the writer knows a blacksmith who last week sold fifteen sets in five days—and who has a powerful receiving set which he uses for demonstrating purposes.

We can see the time when the dealer will set out into the territory to visit his customers with a portable broadcasting set in the car so that he can phone his orders direct to the factory branch, or ask the boys in the store how things are going. The possibilities of the radiophone are limitless.

Personal Interest Helps

The live salesman who really represents his house will take a personal interest in his customers, and the jobber who really has the interests of the trade at heart

will do all he can in every legitimate way to build up his customers and make them independent of financial favors. The jobber who depends principally on financial favors to hold trade shows a lack of confidence in his goods, service and prices.

For Economical Seeding

The development of power farming equipment still goes on. One of the latest devices is a seeding attachment which can be connected directly to a spiked-tooth harrow, thus making a good combination for seeding and covering of grasses and legumes at one operation. The attachment is made in various lengths so as to fit two, three or four section harrows and can be used equally effectively with any one. The power for operating the seed-hole agitator is derived from two wheels, one at each end of the machine. The whole machine is built close to the ground to prevent scattering of the seed by the wind.

Combining farm operations so they can be conducted simultaneously is a very effective way of reducing the cost of crop production. Progressive farmers will readily recognize the value of the new machine and will undoubtedly find it of great advantage.

Belief in the Tractor

Before you can sell tractors you must have mastered the subject of tractor economy and must believe in the line you sell. Whatever the demand may have been tractor business is coming back with a rush, and it depends upon the attitude of the dealer as to whether the business will go to the implement trade or to some new class of dealer that will be developed.

All industries in their development periods acquire more or less dead timber. The novelty of a new proposition always attracts its full quotas of undesirables and transients. The tractor industry has been no exception. It has never given sufficient consideration to the nature of its dealer organization. It hasn't been forced to. The last few years have been years of sellers' markets. Anybody could take orders. Salesmanship has not been necessary. The change has come, however, and the business is starting on a new basis of merchandising. What better time could be found to clean house and eliminate the dead wood?

All dealer agencies should now be closed with a view to permanency. It is a well recognized fact that one good dealer will develop more business and more satisfactory business in a given community than will five or ten dealers in that same community each taking an annual whirl at the tractor business.

The Milker as a Labor-Saver

The best makes of modern milking machines are well past the experimental stage. The milker is here to stay because time has proved it a necessity; a requirement needed in the plan for farm efficiency. Today, in modern farming, the farmer who has used a good milker from two to eight years holds it as important a part of his farm equipment as any other of the modern farm implements and machines.

It has been said that approximately two million cows are now milked morning and night by the use of mechanical milkers. And it is safe to assume that the owners of these two million cows are no more likely to return to hand milking than they are likely to return to hand flails or wooden bull-plows. With one of the old reliable makes of milking machines the farmer saves time; one operator with the machine can do the work of three hand milkers, the size of the herd can be increased, a more sanitary pro-

duct produced and (vitally important in this age of modern production methods) the hardest and most disagreeable work practically eliminated.

The Local Touch

In the retail implement business there are some good advertisers who exhibit great originality in their trade message in local papers. But many dealers do not advertise as they might; they find it hard to know how to address their prospective customers in the community.

It is not difficult to advertise. As one dealer puts it, "I talk to 'em in my ads. just as I do

to their face." This man isn't enthusiastic about using plates furnished by manufacturers. Of course, he admits, that such plates are excellent for the dealer who, without them, would do no advertising at all. But for his part, he much prefers to devise his own "copy" and arrange his display space so that it bears every earmark of his own individual business.

Credit certainly belongs to the advertising departments of the various manufacturers who furnish advertising plate service to the dealer. By making use of it a dealer is often led into more extensive and more original advertising.

Business Changes—Personal Items

Curtis & Hood is the firm name of new auto dealers at Lawson.

R. Sjobloom is the owner of a new harness business at Kuroki.

Partnership is dissolved in the Lea Gas Burner Co., at Calgary.

J. F. Brillion is the name of a new dealer who is operating at Gravelbourg.

The automobile business of A. J. Schultz, a dealer at Leduc, was burned out last month.

G. H. Herbert is succeeded in an auto business at Winkler by the South End Motor Co.

P. M. Green is the latest addition to the implement fraternity at Blaine Lake.

R. A. Finch has commenced a tractor repair business at Weyburn.

The Everready Gopher Poison Co., Limerick, are reported to have gone out of business.

The Modern Garage Ltd., is the name of a new company operating in Regina.

Geo. Ewing, a dealer at Richlea, is stated to have discontinued business at that point.

D. McInnis is reported to have sold out his implement and harness business at Rouleau.

Ducklow Motors is the name of a new concern in the car business in Saskatoon.

The Peterson Motor Co., implement and automobile dealers at Oyen, report loss by fire.

T. C. Maris has sold his harness business at Lenore to a dealer named A. Fraser.

The Manitoba Bearing Works, Winnipeg, have removed to 150 Notre Dame Ave.

Roy Mains has sold out his implement and tractor business at Carievale, to Frank Walker.

H. E. Kent has commenced operations in the automobile business at Churchbridge.

The J. H. Ashdown Hardware Co., Winnipeg, are to open a

branch in Edmonton to take care of their Northern Alberta business.

A. McAllister, implement dealer at Chinook, suffered fire loss in his premises last month.

John Harty has commenced in the automobile and garage business at Bayard.

F. A. Bach has bought out the automobile business of D. B. Lockwood, at Hodgeville.

Dan Smith is registered as owner of the Dominion Foundry Co., Winnipeg.

Moon Motors are a new car distributing concern recently incorporated in Winnipeg.

The harness business of J. Reuter, at Roland, has been sold to Irene Bruce.

The Wilkinson Implement Co., Okotoks, suffered loss by fire during December.

The stock and fixtures of Motor Products Ltd., Winnipeg, were recently sold by auction.

J. C. Little is selling out his implement business at Woodrow, to E. Moulton.

Partnership is registered in connection with the Prairie Implement Sales Co., at Regina.

L. N. Bettwiles has commenced in the harness business at Kingman.

H. A. Marwood, auto dealer at Cypress River, suffered fire loss recently.

In Melville, McKay & Manus have sold out their automobile business to Stein & Stewart.

Elenora Hastings is registered proprietor of the Hastings Implement Co., at Rouleau.

Harry D. Stockham, implement dealer at Kincaid, has sold out in that centre to Fred Baldwin.

Chapman & Thyreman have commenced in the automobile business at Valparaiso.

Z. Kocmucz is now carrying on an implement business at

Candiac, where he bought out R. B. Winn.

Partnership is registered in the Hazenmore Motor Service, Hazenmore.

The automobile business of N. Berekoff, at Arran, was destroyed by fire recently.

J. F. Symington, a dealer at Abernethy, is reported to be selling out at that point.

It is reported that D. M. Snellgrove, auto dealer at Keddlestone, is selling out to H. C. Leggo.

Curtis & Hood have commenced in the automobile business at Lawson.

E. M. Kay is now operating an oil business at High River, where he bought out the business of W. R. Henderson.

The business of the Phippen Machinery & Supply Co., Phippen, is listed as being advertised for sale.

J. E. Ruby, of the Frost & Wood Co., Ltd., Smith's Falls, Ont., is in Europe on a business trip.

The Alberta Machinery Co., Ltd., is the name of a new concern incorporated last month at Camrose.

Hallock & Smith, wholesale lumber dealers at Edmonton, are dissolving partnership in that city.

The Legal Farmers' Supplies has been incorporated at Legal. The company will handle some lines of farm equipment.

In a recent fire at Wetaskiwin. Don Lynn, auto dealer, and E. H. L. Thomas, implement dealer, suffered fire loss.

A rearrangement is being made in connection with the business of S. A. Merner, dealer at Moore Park.

Blair & Tomplin, auto top manufacturers, Winnipeg, has been taken over by Blair & Cotterell.

It is reported that Musgrove and DeGagne, automobile dealers at Balcarres, have closed their premises for the winter.

A. F. Henderson, an implement dealer at Miami, is selling out to Paul J. Collins, according to a recent report.

It is stated that Jas D. McEwan, implement dealer at Stonewall, is succeeded by Hugh and Robert Appleyard.

J. A. Skanse, a tire and accessory dealer at Watrous, has sold out in that town to R. B. Duncan.

The Dohlun Garage is a new concern handling automobiles and auto and tractor repair work at Foxwarren.

The business of the Metal Shingle & Siding Co., of Manitoba, is now associated with Western Steel Products Ltd.

W. Latta, manager of Lattas Limited, Saskatoon, was a business visitor to the city during the holidays.

The building and contents of the Saskatchewan Hardware Co., Saskatoon, were completely destroyed by fire during December.

We noticed F. N. McDonald of F. N. McDonald & Co., Winnipeg, wearing a broad smile one day early last month. Its a boy.

J. J. Stanton has recommenced his implement store at Vegreville, while the Thomas Garage is carrying on an auto business in the same centre.

The Edmonton Saddlery Co., Edmonton, harness manufacturers, had considerable fire loss during the second week in December.

Amongst the travellers of D. Ackland and Son, Ltd., who spent the holidays in Winnipeg were: Jack Fleming, J. Temple, M. G. McDougall and J. Rissie.

P. J. Grout, manager of the Twin City Separator Co., Winnipeg, spent a few days in Minneapolis during the last week in the old year.

T. J. Roney, manager of the Minneapolis Threshing Machine Co., Winnipeg, spent a week at the head office and factory of his company at Hopkins, Minn., at the commencement of the month.

The Gladmar Garage, Gladmar, will remodel their office and stockroom and will also arrange their repair shop so that car and tractor overhauling can be done during the winter months.

H. W. Hutchinson, general manager of the Sawyer-Massey Co., Hamilton, Ont., visited the western branches of the company during the latter part of December.

J. W. Ackland, president and general manager of D. Ackland & Sons, Ltd., Winnipeg, has been elected a member of the council of the Winnipeg Board of Trade, in which body he has served in various capacities in the past.

John R. Ripley, who has been connected with the tractor division of the Hyatt Roller Bearing Co., Chicago, during the past six years, a part of that time as advertising manager, has resigned to accept a position with Albert Frank & Co., Chicago.

E. A. Mott, vice-president of the Cockshutt Plow Co., Brantford, Ont., visited the city over the New Year. He gave a very interesting address to the Winnipeg Wholesale Implement Association at their meeting on January 4th.

W. Cole, Western Canadian manager for the Robt. Bell Engine & Thresher Co., spent a week

at the factory at Seaforth, Ont., the latter part of December. While east he went into prospects for the coming year with Robt. Bell, head of the organization.

Jack Snyder, the popular traveler for the John Deere Plow Co., Winnipeg branch, presided at the annual meeting of the North-West Travellers' Association, held the last week in December. Jack is past president of the organization.

C. N. Clark, manager of Canadian Hardware & Implement Writers, Ltd., Winnipeg, reports a very satisfactory year's business. They have written over two and one half times the volume of fire insurance handled by the company in 1921.

D. C. Thom, manager of the Regina branch of the Ontario Wind Engine & Pump Co., spent a few days in Winnipeg during the past month in conference with W. N. Robinson, manager of Robinson-Alamo Ltd., which firm distribute the lines of his company in Manitoba.

It is announced that a change takes place in connection with the lumber, implement and garage business of Lockhart & Birkinshaw, at Rapid City. Partner-

ship is dissolved. The garage is sold to Soldon & Bollman, while Mr. Birkinshaw will operate the lumber and implement business in future.

William N. Shaw, who has been president of the Eisemann Magneto Corporation of Brooklyn, New York, for the last four years, also Vice-President of the New York Air Brake Company since 1916, has resigned the latter office in order to devote his entire time and attention to the interests of the Eisemann Corporation.

Charles Lister, O. B. E., head of the R. A. Lister Company's English organization, visited the Winnipeg branch of the company during the last week in the year. He went into business conditions with D. N. Jamieson, Western manager of the company. Mr. Lister reports a great improvement in British export trade, and that his company are finding a very satisfactory overseas demand for their lines, not only from Canada, but from South Africa, India and South America. They also do a large business with France and other European countries.

Implement Trade Paper Succeeded by New Monthly

"The Implement and Tractor Age," published at Springfield, Ohio, since 1898, was succeeded on January 1st by a new monthly publication entitled "Farm Equipment Merchandising." The policy of the new magazine will be to act as a dealer merchandising aid. It will serve dealers, jobbers and manufacturers throughout the United States. E. E. Whaley, for ten years publisher of the "Implement and Tractor Age," will direct the new publication.

Changes in Cockshutt Organization

The Cockshutt Plow Company reports the following changes in connection with their Western organization:

F. Pickles has been transferred from Edmonton branch to Winnipeg, as assistant manager to J. P. Minhinick.

Major W. A. Cockshutt is transferred from Calgary to Edmonton to take charge of the branch at that point.

George Cockshutt goes from Regina to Saskatoon, as sales manager of the latter branch.

A. W. Williams, formerly sales manager at Saskatoon, is now sales manager of the Calgary branch.

Mr. Shackleton is transferred from Calgary branch to Edmonton, where he will act as accountant.

Selling Binder Twine

Implement dealers in the Canadian West are in many cases, dissatisfied with the twine business. It is of interest to note a system of selling, in vogue in the United States last season, as explained by Farm Implement News. Some of the binder twine manufacturers refused to extend credit in sections where farmers and implement dealers had been hit hardest by the depression.

Shipments were made in the names of the sellers and sight drafts with bills of lading attached were forwarded to local banks. When these drafts were paid the twine was released to the dealers.

This might seem a handicap to dealers, but reports at the dealers' conventions in the U. S. show that the trade were well pleased with the results of this collection on delivery plan. They were not handicapped. The crops in most cases were mortgaged to the local bankers, who for their own protection furnished the money to pay the drafts and charged the twine to the farmers against whom they held mortgages. The dealers got a small margin and sustained no credit losses.

Because the dealers were enabled to obtain cash for their twine is not the only reason why 300 dealers in South Dakota alone favored this plan. It would seem that the manufacturers, assured of prompt payment with absolutely no risk of loss, sold the twine at substantially below the regular market quotations. Therefore the plan is hailed by the dealers as one which will make twine available to them at the lowest possible price and enable them to cope successfully with all competition, of which, as we all know, there are several rotten varieties in the twine trade.

Last year O. Gossard, for 42 years a dealer at Oswego, Kansas, for the first time sold every

ball of twine for cash, in all 25,000 pounds. He said:

"I made more money out of my twine in 1922, than I did the year before, because I didn't lose any, as I did then. Under the cash plan I narrowed my margin down so close to the edge that the farmers simply couldn't object or try to get in through other channels."

Fibre Supply and Twine Production

In an enquiry in the United States, Mr. Orth, a fibre importer of New York, pointed out that the Commission Exportador was an official organization of a foreign state, and that it was doubtful if the U. S. government could intervene in regard to sisal fibre prices. He produced the following figures on the average price of sisal over a period of ten years: in 1913, 6.60 cents; in 1914, 4.95; in 1915, 5.84; in 1916, 9.25; in 1917, 17.73; in 1918, 17.67; in 1919, 12.60; in 1920, 7.72; in 1921, 5.90. In short Mr. Orth said, the price of sisal in 1922 compared favorably with the prices of former years.

"Not only that," continued Mr. Orth, "but binder twine is lower in price than it has been for six years. It is 31 per cent lower in cost than it was in 1921; 33 per cent less than in 1920; 53 per cent less than in 1919; 56 per cent less than in 1918; and 48 per cent less than in 1917.

"The recent measures which have been taken by the Yucatan Government are really in the interests of lower prices for the future rather than higher prices. Unless something had been done in 1923 the prices of binder twine would be from 40 to 50 cents per pound."

An Unusual Resolution

At their recent convention, the Michigan Implement Dealers' Association passed a special resolution regarding the importance of housing implements properly. Commenting upon the fact that lack of proper care and housing of farm machinery costs the farmers of North America millions of dollars annually, the resolution continued—"We heartily recommend to all users of farm machinery in Michigan that they properly take care of what they now have on hand, and we solicit the aid of the trade papers and farm press in spreading the message throughout the country."

The man who decreases his stock can hardly expect to increase his business.

A child often sees more than its elders because it looks and listens more.

ROTARY ROD WEEDER

We will appreciate inquiries from Dealers who are interested in selling an implement that will take out weeds in summerfallow land. 1923 prices greatly reduced. Over 700 now in use in Western Canada.

Manufactured By

Rotary Rod Weeder
& Mfg. Co.

Cheney, Wash., U.S.A.

Sold in Western Canada by

**Northern Machinery
Company Limited**

CALGARY - - ALBERTA



Mr. DEALER

The Farmers are asking for

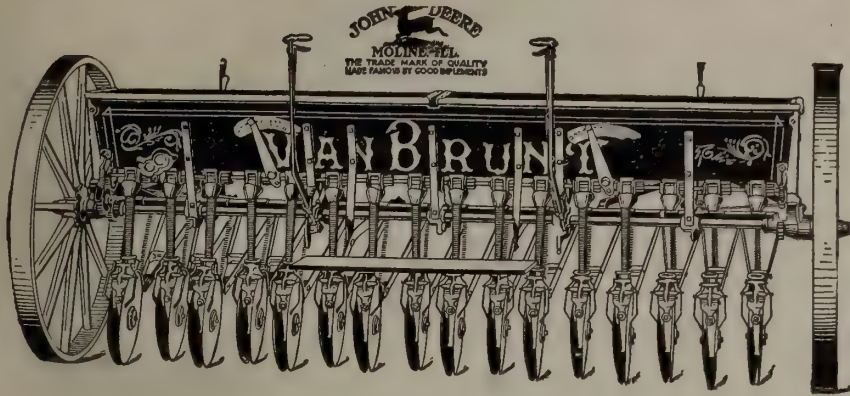
CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

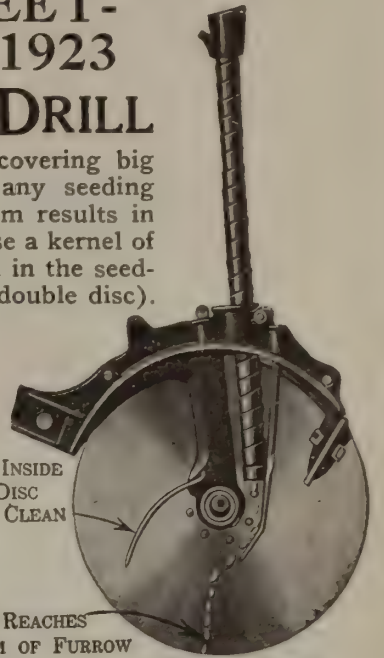
H. CATER, Brandon, Man.

LET JOHN DEERE BE YOUR SHEET-ANCHOR FOR 1923



THE VAN BRUNT DRILL

is equal to a fat insurance policy covering big business. Farmers never handled any seeding machine that gives them the uniform results in complete satisfaction. They don't lose a kernel of their costly seed grain if it is lodged in the seed-bed by a VAN BRUNT (single or double disc). Adjustable pressure springs force all discs to cut furrows of equal depth, and any size of seed from Alfalfa to bearded oats passes freely and regularly through the seed tubes to its correct depth, and is immediately covered.



KEEPS INSIDE
OF DISC
BLADES CLEAN

GRAIN REACHES
BOTTOM OF FURROW
BEFORE TURN OF DISC STARTS UPWARD

The diagram on the right gives a fair impression of just what takes place in the automatic release and placing of the seed. Nothing in agricultural science or mechanical skill could devise anything simpler or more certain in the fulfilment of its purpose.

JOHN DEERE FAMOUS NO 40 TRACTOR PLOW

**The "40" Pulls
Lighter
Because-**

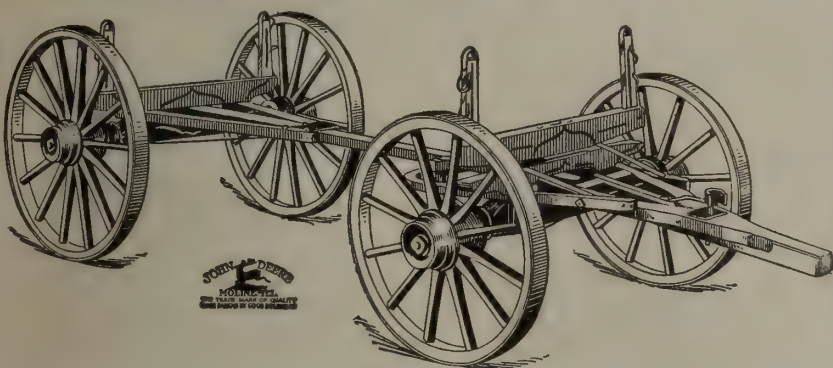


Specially built for use with the "Fordson"—the only sure thing for the "Fordson" with its great draft-reducing combination of self-adjusting hitch and rolling landside. Equipped with standard John Deere bottoms—a type for every soil; quick, detachable shares, bottoms running true and level, doing splendid work and pulling light all the time.

Steel in beams, braces and axles is greatly toughened and hardened by a special John Deere process, combining unusual lightness with tremendous strength. Beams are guaranteed not to bend or break. Frame connections are hot-riveted—no give anywhere. Simple, strong and positive power lift. Break-pin protects both plow and tractor.

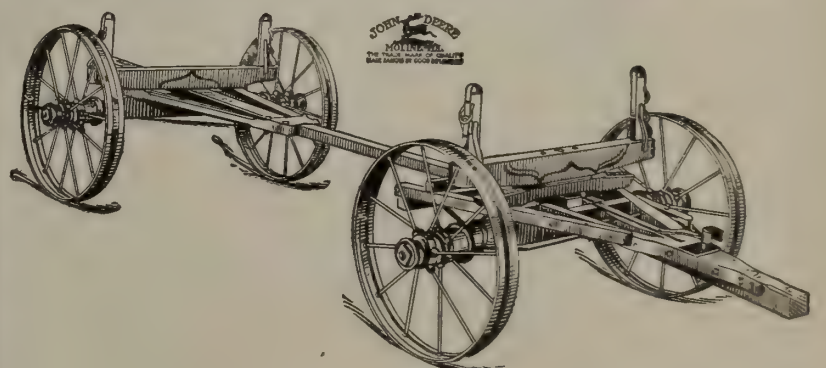
**The Hitch Adjusts Itself
The Rear Weight Rolls**

JOHN DEERE "TRIUMPH" WOOD WHEEL FARM TRUCK



A high grade truck of selected hardwood, FULLY CLIPPED over bolsters and axle. Axles are either Hickory or second-growth Maple. FRONT AND REAR GEARS are double-braced from bolster clips and skeins, rear gear brace extending full length of hound. HEAVY ANGLE STEEL FRONT HOUND, re-inforced with wide oak filler extending from point of hound to rear of axle and sandboard. A splendid "All John Deere" truck specially built for hard and continuous work on and around the farm. Drop pole construction 36-44 wheels with 3" x 3/8" tire.

JOHN DEERE NO 250 "STAG" STEEL WHEEL TRUCK WITH CLIPPED GEAR



One of the finest all-purpose trucks built. Body of selected hardwood throughout. FRONT HOUNDS of heavy, straight grain oak, well ironed, with brace extending from point of hounds over sandboard. HIND HOUNDS also of heavy straight grained hardwood braced from axle to point of hounds. CLIPPED GEARS—a special John Deere feature. Steel wheels are 28-34; tires 4" x 3/8" grooved. Let us also send you particulars of our No. 100 "Chief" Steel Wheel Truck—with clipped gears and a score of special John Deere features. Wheels are 28-30 with 4" tires.

Wishing you the best of luck in 1923. You cannot more certainly consult your best interests than by keeping in constant consultation with the John Deere Plow Company.

JOHN DEERE PLOW CO., LTD.

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

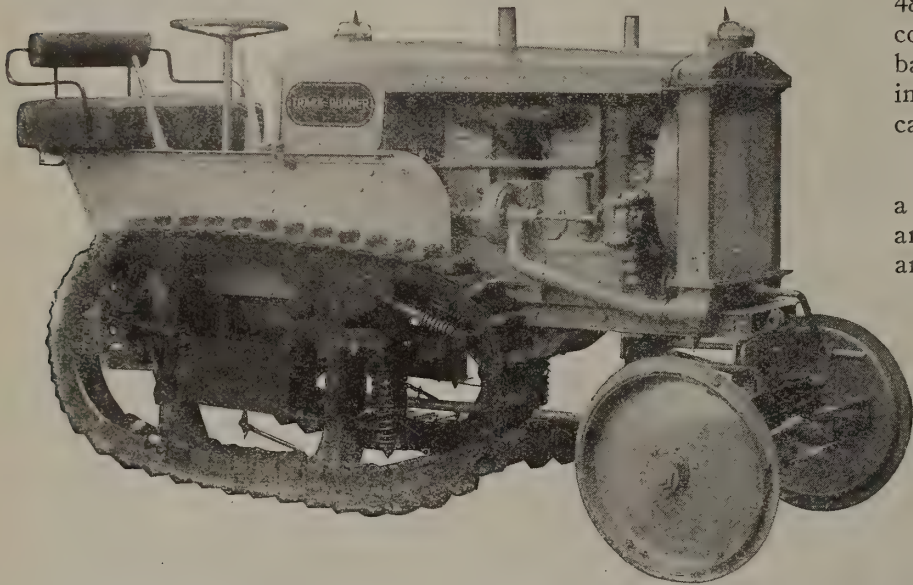
LETHBRIDGE

The Avery Track-Runner

The Avery Company, Peoria, Ill., has added to its line of tractors, a track machine of advanced design, to meet the demands of the trade for this type of tractor. The pads that rest on the ground travel on an oval channel framework that constitutes a track. A double row of hardened steel rollers run between the pads and the channels of this frame so that in traversing uneven surfaces the pads are not forced to take a correspondingly irregular position, but travel with the channel track of the framework. This, the company state, makes a very smooth-running machine.

the hub of the countershaft on either side.

The Track-Runner is rated at the drawbar to pull three 14-inch moldboard plows, or five disc plows at a speed of 2.66 miles per hour with the engine running at 1000 r. p. m. and at the belt will pull a 24x40" separator, or smaller, with all attachments. It is a very compact machine, having an over-all length of 108 inches, is 48" wide, 58" high and can turn substantially in its own length. The weight of the tractor is about 5000 pounds when fully equipped, and it has three speeds, 2, 2.66, and 3.5 miles per hour.



The channel frame which forms the track is lined with hardened steel, and on the lower part hardened steel gives equal protection against wear. This construction provides for long and continuous usage, without undue wear.

Novel Pad Construction

Each of the pads is connected with a hardened steel oblong link with a half round pin through holes of corresponding size and shape in the pad. The pins are set tight so that no wear can go on the pad hole. The wearing parts are links and pins, and these are made of alloy steel so that they are low in replacement cost. The rollers are hollow, and inserted in the center is a ball to take the side-thrust on the lower segment when short turns are made. A joint in the front part of frame allows tension on pads and links to be taken up. The track pads are driven by an 8-tooth sprocket located on the countershaft.

The track frames pivot on an axle and are easily removable. A removable plate on front of frame uncovers an opening through which the rollers may be inserted. The lubrication of the dirt protected working parts is by two lubricators driven from

The 12" x 6½" belt pulley running at 1,100 r. p. m. is located on the left side of the machine. This pulley revolves when the gear is in neutral, but receives its power and control through the same friction clutch in the flywheel that transmits the power to the tracks. The pulley is idle, therefore, when the tractor is doing drawbar work.

The "Track-Runner" engine is the four-stroke cycle, vertical cylinder, four valve, valve-in-head type. The cylinder walls of the detachable steel sleeve type, are supported in the cylinder block casting in a manner which allows them to be effectively cooled by water circulated by means of a vane pump. The lubricating system has been given special attention and is the full force-feed type.

A double and accurate ignition system is provided on the Track-Runner. Each cylinder is provided with two spark plugs which are fired by means of a high tension magneto equipped with two distributors. With this system of ignition the two plugs in each cylinder fire simultaneously. A switch provides for using the plugs on the intake side or firing both plugs at once. This system is said to reduce the fouling of

the plugs to a minimum. Carburetion is provided for with a double-bowl Kingston Carburetor—one set for use in connection with gasoline and the other set for use in connection with kerosene. The cooling system is of the cellular type radiator, having a turbine gearless pump for water circulation.

The governor is of interesting design, taking its action from a highly revolving turbine or impeller filled with oil. There is no differential, steering being accomplished from the front wheels. Each track is operated by a clutch and brake lever.

The track is 164 inches long, 48 inches wide and has a ground contact of 50 inches. The drawbar is adjustable from 10 to 16 inches high, with holes for vertical adjustments.

The Avery Company state that a number of the Track-Runners are in successful operation, and are found very successful for both

The new Avery "Track-Runner" Tractor. Pulls 3—4—14 in. Plows; runs 24x40 in. Thresher with all attachments.

belt and drawbar work on the farm, and for road building.

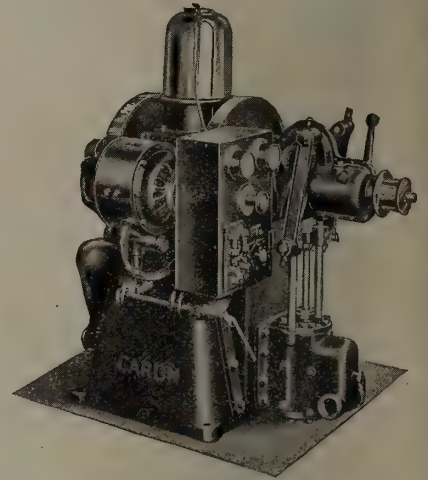
A Canadian-Made Light and Power Plant

Caron Bros., Montreal, are now placing upon the market their light, water and power plant. This installation has several features which are new, and has a radical departure in design as regards the patented, valveless engine used. Compression is done away with in the crank-case, being accomplished in the lower end of the cylinder.

The Caron light, water and power plant is the only one on the market, according to the makers, which is directly connected through a worm gear drive to a water pump with a capacity of 700 gallons per hour. Other integral parts are a friction cream separator drive, a power driven vacuum pump for the milking machine and a power pulley for belt attachment. Each of these can be operated either singly or together without having to drive the generator. This principle of using power direct and independent of the generator is stressed by the manufacturers. The generator is designed especially for this

plant, both generator and switchboard being mounted on a bracket on the engine base. The generator is driven by a friction pulley from the flywheel, and can be thrown in or out of operation at will.

A throttle governor allows the use of lights direct from generator without batteries, so that the unit can be supplied as a complete light and power plant in 32 or 110 volts as required. The friction drive for the cream separator



The Caron Light Water and Power Plant

tor is through contact with the outer rim of the separator flywheel, gradually working the separator to proper speed and maintaining same.

In the Caron engine the compression in the crank case is done away with. Fuel is admitted or expelled from ports cast in the cylinder walls. There are no valves and only three moving parts in the engine. This unique plant is sold in units. The farmer can start by buying the engine with belt pulley and separator drive. Later, if he wishes to have running water in his house and barns, he can buy the plunger type gear driven pump separately. This pump fits the engine base and can be bolted on with no trouble.

The same applies to the generator if he wishes to have electric light, as he gets the generator and switchboard all complete, ready to set on the engine bracket provided. A vacuum pump, which also is supplied can be had when he has invested in a milking machine, so that the Caron plant is claimed to be the only unit sold which can be built up in this manner, so that the farmer ultimately has light, water and power at his service. The engine is 3 h.p., 3⅜ by 2⅞ ins., and weighs only 240 lbs.

A quick call down frequently deserves a quicker fall down.

Modesty is a virtue, but self-consciousness is not necessarily modesty.

Making Automobile Selling A Business Man's Proposition

Gray-Dort Offers a Real Opportunity for Establishing Profitable, Lasting Businesses

Never before has an automobile franchise offered so much to the keen business man as is offered by to-day's Gray-Dort franchise.

A complete line of cars which makes every man in the community a good prospect.

A clean-cut policy that means sales and profits for the dealer.

A service organization without equal in Canada. The sensational Gray, the improved Gray-Dort Four, the new Gray-Dort Six—open and closed models at prices from \$695 to over \$2500—and every model heaping value.

Write for details of the Gray-Dort franchise. Every automobile dealer should find out about it.

GRAY-DORT MOTORS LIMITED CHATHAM, ONT.

New Gray-Dort Six—touring, roadster, sedan, coupe. Improved Gray-Dort Four—standard touring, standard roadster, phaeton touring, oxford roadster, special touring, special roadster, touring sedan, standard sedan, standard coupe, special sedan, special coupe, delivery cars. Sensational Gray—touring, roadster, coach, coupe, sedan.

Resale Price Lists

The matter of resale price lists is a live topic in the retail implement trade at the present time, in the United States, although dealers are not unanimous as to the desirability of such lists. The only objection voiced thus far, while a vital one from the dealers' standpoint, is one which can be overcome by the manufacturers. This objection is founded on the fear that the prices when established will not permit of adequate profit to the dealer. The fears of the dealers in this respect are partially justified by past experiences, when some manufacturers have suggested resale prices, which did not permit of adequate margins for the dealers.

At their recent convention, the Wisconsin Implement Dealers' Association adopted the following resolution, which stated in part:

"Naming the resale prices of all implement, f. o. b. factory or branch house, should be encouraged. We believe that such a course would stabilize the value of farm implements and avoid much of the confusion that now exists among dealers as to what the resale price should be. On lines of goods where the manufacturer has suggested a retail

price in years past, there is practically no difference in the retail prices in any part of the country. This plan protects the manufacturer from the error of the retailer charging an excessive profit, also acts as a guide to the uninformed as to what the retail price should be, and is very satisfactory to all parties concerned.

One authority claims that with such lists the dealer can realize a clear profit: "Suppose the farmer wants a certain implement" he says. "He asks the dealer its cost and gets a reply when the dealer has figured it out from his invoices. The prospect may not buy because he lacks confidence that the quoted price is right. He goes to another dealer; the price is a little different because no two dealers, without an established price, figure selling prices and overhead in the same way. Overhead varies and some dealers are not quite clear on what their overhead is. The farmer shops around a little, goes back to the first dealer and tells him he can get a lower price elsewhere. In the end such a condition encourages price cutting, and possibly mail order buying when the price is definitely given."

In connection with this important matter, Farm Implement News, of Chicago, states editorially:

"There is nothing fundamentally impossible about a list and discount system that will guarantee adequate margins to retailers. But unless manufacturers and sales managers learn more about costs in the retail implement trade than many seem to have acquired to date, we should hate to entrust the naming of retail prices, were we dealers, to some sales manager in a far off manufacturing center.

"In effect it is handing control of pricing over to someone not connected with the dealer's establishment, and the man who sets the price is likely to figure that it costs the dealer less to handle his particular product than it does the remainder of the dealer's stock."

The implement trade section of the Retail Merchants' Association in Saskatchewan, believes that if the manufacturer would approach the dealers' association as to what should constitute a fair margin, and set the retail prices accordingly, the method would be preferable, "but the companies do not co-operate in this way but simply decide that anywhere from 3 to 20 per cent.

of the retail price is adequate return for the work the dealer is called upon to do in the distribution of farm machinery. Margins at the present time are inadequate and do not nearly cover the cost of doing business."

Further, the Saskatchewan Dealers' Association points out that in setting resale prices the matter of zone pricing must be considered. "In Saskatchewan three or four lists are issued by companies covering certain zones, which allow an increased retail price, not an increased margin. The dealer who lives at one of the outside points of any zone finds the allowance is not sufficient to cover the additional freight, and consequently the margin is again reduced."

It is contended by the above implement trade section that the cost of retailing farm machinery ranges from 16 to 22 per cent., yet resale lists issued by manufacturers only permit a margin, as above stated, ranging from three to twenty per cent. To cover the loss in goods he stocks they allege the dealer must sell from the companies' lists, without having samples on hand, in order to keep down his overhead, increase sales and reduce the expense ratio.

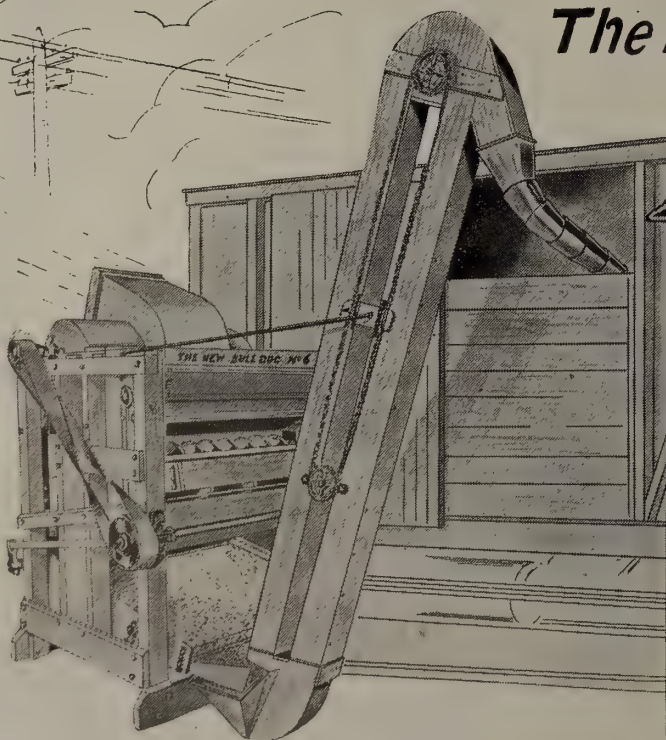
Figures submitted by dealers to this trade section of the Sas-

The New

BULL-DOG
"DUSTLESS"
Crain Cleaner

The New
No. 6
Bull Dog
will clean
as fast as
the farmer
can thresh.

Capacity
250 bushels
per hour.



Why let your Customers Pay Freight
on their Screenings to Fort William?

Sell them the fastest, most perfect
Cleaner of its size on the market,
and they need no car loader

The New No. 6 Bull Dog will be delivered to you, complete with Elevator, for **\$450**

The
Bull Dog
Line

includes

**Fanning
Mills**

Capacities
250 to 1000
Bushels
per hour



**Elevator
Cleaners,
Wild Oat
Separators,**

**Smut
Machines,**

**Coaster
Wagons**

Cannot be Equalled for Cleaning for Market or for Seed Selection

The New No. 6 Bull Dog Mill is in good demand for the farmer, small elevator or flour mill. Compact, durable. Absolutely dustless, with a positive, evenly distributed flow of grain. No blast. Our new suction system removes smut balls, light, foul seeds, chaff, etc., before grain reaches gang. The shoes have both side and end shake.

Why should farmers pay millions in freight rates for shipping dockage when they can use the No. 6, get top grade and conserve valuable feed for stock. On every No. 6 you sell you make as much profit as in selling an automobile. It gives better crops, better prices and loads the car in record time. 2 h.p. operates it easily.

Dealers:—Ask for Prices and Full Particulars Regarding Bull Dog Mills

TWIN CITY SEPARATOR CO., Ltd., Quelch St., WINNIPEG



The original "Big Ball," with the special cover winding, is one of the greatest improvements made in binder twine in many years—and only Harvester twine dealers can sell it.

The energetic dealer will lose no time—he will begin at once to talk Harvester twine to his prospective customers.

Sell the Original "BIG BALL"

THE twine that is wound into these new "Big Balls" is the same high-grade Harvester twine that you have been selling for years—made more convenient and economical by an improved system of winding. Your customers put two balls in the twine can—same as ever—but what a difference in the amount of grain those two balls bind. The new winding increases the footage, per ball, by 40%—six "Big Balls" do the work of ten of the old style—and you have only three-fifths as much bulk to store, handle and haul.

McCormick Deering
International
Binder Twine

Harvester twine has always sold well because of its unquestioned quality. This year the quality is the same, and you have the added advantage of the "Big Ball" winding. Assure yourself greater twine volume this year than ever before by starting early with your advertising, canvassing, and selling campaigns.

INTERNATIONAL HARVESTER COMPANY

OF CANADA, LTD.

HAMILTON

CANADA

16 Branch Houses in the Dominion

katchewan Association, are that to handle "small implements," as defined by the Saskatchewan Farm Implement Act, to carry a sufficient supply and to give service the overhead ranges between 14 and 25 per cent. of the retail price.

Sheet Metal Factories Amalgamate in Manufacturing and Sales Arrangement

Western Steel Products, Ltd., of Winnipeg, with branches at Regina, Calgary and Edmonton, have completed a trade arrangement in the West with the Metal Shingle & Siding Co., Ltd., of Preston and Montreal. The latter firm had offices at Winnipeg, Calgary and Saskatoon.

The offices of the Metal Shingle & Siding Co. at the above western points were closed on January 1st, and Western Steel Products, Ltd., now has complete charge over the territory of the four Western provinces of the manufacture and sale of the products of both companies. In addition to selling the products of the combined factories in the west, Western Steel Products, Limited, will act as exclusive selling agents for the Metal Shingle & Siding Co., Limited, of Preston and Montreal, for products which are not made in the West-

ern Factories—such as metal lath, rolling steel shutters, steel sash, O. K. thimbles, Swartwout ventilators, etc.

Under the new arrangement factories and sales offices will be operated at Winnipeg, Saskatoon, Regina, Calgary, Edmonton and Vancouver, and from these centres the products of the factories, both east and west, will be distributed throughout the adjoining territory.

W. J. Wilson, sales manager of Western Steel Products, Ltd., advises Canadian Farm Implements that under the new arrangement economies in the purchase of raw materials, in selling and in manufacturing will be possible, while dealers throughout the West will have the advantage of representing the combined products of both firms.

The Metal Shingle & Siding Co. was formed at Smithville, Ont., in the early nineties of the last century. The business was moved to Preston, Ont., in 1897. In 1902 the plant was destroyed by fire, but was rebuilt, and in 1907 an additional factory was opened at Montreal. In 1914 local companies were established at Winnipeg, Saskatoon and Calgary to manufacture and distribute the lines of the company. At the same time an association

was formed with A. B. Ormsby Ltd., giving additional line to the company.

The Winnipeg Ceiling & Roofing Co. was established in 1904 for the production of sheet metal building goods. In 1909 the plant was greatly increased and in 1911 the present modern plant in St. Boniface, a suburb of Winnipeg, was instituted, which is one of the best equipped sheet metal factories in the entire Dominion. During the succeeding years the development of the West made necessary not only additions to the present factory, but the establishment of branches and factories at other Western points.

In 1920 the founder of the company, W. J. McMartin, died suddenly—a severe blow to the steady developing organization. Shortly before his death the name of the company was changed to The Western Steel Products Ltd. In 1921 another branch was formed at Regina, and the two Alberta branches consolidated with the parent company, so that all three now operate under the one name.

The officers of the Western Steel Products Ltd., are: H. Ormond, President; H. C. McMartin, Vice-President and General Manager; and R. R. Symington, Secretary. The active cultivation of the Western business will be under the direction of H. C. McMartin, Vice-president and General Manager; R. R. Symington, in charge of finances; and W. J. Wilson, General Sales Manager.

Hart-Parr Tractors for 1923

In reporting on business conditions, D. E. Darrah, sales promotion manager of the Hart-Parr Co., Charles City, Iowa, states that the buying attitude in both dealers and farmers is very marked. The average dealer finds a great many inquiries for tractors, and as a result, dealers have been signing up 1923 contracts in ever increasing volume. The Hart-Parr Co. find dealers stocking tractors this winter for spring business. Shipments, they state, have moved steadily from their factory during December and the January schedule of the company is away beyond their expectations. Looking forward to 1923 with confidence the company, says Mr. Darrah, backs that confidence by the second largest programme of tractor production they have ever put through. He says:

"Believing that when trade was resumed the demand would not be for new and untried models, but for improved and more efficient models of machinery already known to the American and Canadian farmer, Hart-Parr Com-

pany has spent the past year in bringing out a series of improvements for their tractors. None of these improvements are radical in design. None of them change, in the least, the fundamental principles involved. They simply improve and refine the already established Hart-Parr models. As a result the Hart-Parr "20", the Hart-Parr "30" and the Hart-Parr Road Maintenance Tractor are standardized today and are, we believe, the most improved machines there are on the market." Twenty-two improvements are listed.

Engines in Kansas

Approximately 15.2 per cent. of Kansas farms are equipped with gas, oil or steam engines, or electric motors to lighten farm work and speed it up. Of these engines 19,863 are either gas or oil engines, 1,788 are operated by steam and 1,463 are electric motors.

Instruction on Threshers

A course covering the adjustment, operation, care, and repair of threshing machines will be given at the College of Agriculture, Saskatoon (if a sufficient number of students apply), January 29 to February 3, 1923.

Wiggins in New Post

E. R. Wiggins has joined the staff of the Western Advertising Agency, Racine. Mr. Wiggins was formerly technical editor of the Chilton Tractor Journal. In his new capacity he will be engaged in work connected with farm implement and equipment research and copy, covering every phase of merchandising to farmers.

Prison Twine Plant Issues 1923 Prices

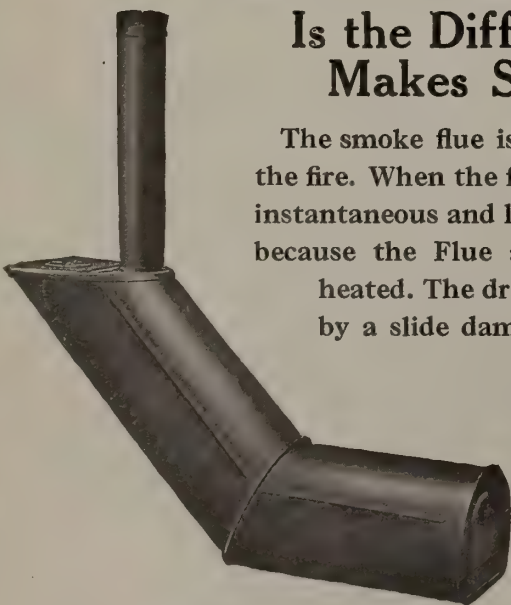
The Minnesota prison twine plant has already announced its binder twine prices for 1923. They are: Sisal, 10c; Standard, 10c.; Manila, 600 feet, 11½c.; Best Manila, 650 feet, 12½c.

Above prices are for small lots f.o.b. prison, at Stillwater. Discount on larger quantities are: On 3,000 to 10,000 lbs., ⅛ cent; 10,000 lbs. to carloads, ¼ cent; carloads ½ cent. These quotations represent an advance of 1¼ cents on Sisal and Standard and ½ cent on Manila and best Manila, compared with their last year's prices. Prison twine cannot be sold in Canada.

A firm that doesn't advertise is like the ostrich which sticks its head into the sand.

WINTER WEATHER MEANS TANK HEATERS RETURN FLUE

Is the Difference that
Makes Sales Easy



The smoke flue is located directly over the fire. When the fire is kindled a strong instantaneous and lasting draft is created because the Flue above is immediately heated. The draft is easily controlled by a slide damper in the fuel door.

Burns Wood,
Coal or
Straw.

A Good Profit Producer for Dealers

Write Today for Full Particulars

Western Steel Products Limited

WINNIPEG
Man.

REGINA
Sask.

CALGARY
Alta.

EDMONTON
Alta.

An Engineering Scoop!

22 Major Improvements – Our Gift to the Industry on its 22nd Anniversary



Don't Risk Your Money and Experience On Anything Less Than the Hart-Parr Standard

It is significant that our 22nd Anniversary is also the Anniversary of the Founding of the Tractor Industry — an industry forever linked with the name Hart-Parr.

Every one of the 22 candles in the big birthday sales-cake which we share with Dealers this year represents an epoch-marking improvement to this time-tested leader.

These 22 Major Improvements constitute a real engineering scoop!—for they were originated exclusively for the Hart-Parr. You cannot afford to handle a tractor that offers anything less.

Get the full details of these 22 amazing improvements that will absolutely control tractor sales this year. Write at once for this information and particulars of our improved Dealer's Contract.

HART-PARR COMPANY, 665 Lawler St., Charles City, Iowa

Canadian Distributors

Hart-Parr Company, Branch, Regina, Sask.
John Goodison Thresher Co., Sarnia, Ont.
United Engines & Threshers, Calgary, Alta.
Barney Baker Company, Ltd., Regina, Sask.

Barney Baker Company, Ltd., Winnipeg, Man.
SUB-DISTRIBUTOR, SALES AND SERVICE
F. N. McDonald & Co., Ltd., 156 Princess St., Winnipeg, Manitoba.



Sykes General Manager of Gray Tractor Company

As concrete evidence of faith in the immediate future of the tractor industry, J. W. Gray, president of the Gray Tractor Company, Minneapolis, announces the addition to his organization of George Sykes, in the capacity of general manager. In this connection, Mr. Gray makes the following announcement:

"Mr. Sykes has had a wide and varied experience with both the sale and manufacture of high quality machinery, such as the Gray Product, and his acquisition is definite assurance of the maintenance of Gray quality at its present high standard.

"Of particular importance to the implement and tractor dealer is the fact that Mr. Sykes, through his wide selling experience, is thoroughly familiar with the problems which tractor distributors and dealers are facing. Because of his intimacy with dealer problems, Mr. Sykes' association with the Gray Tractor Company

is further assurance that all distributor and dealer franchises will be so executed as to insure to Gray distributors satisfactory money-making possibilities."

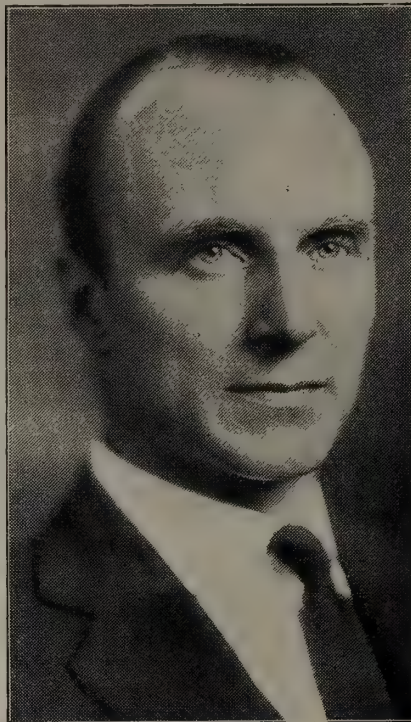
The entrance of Mr. Sykes into the Gray organization is in the nature of an augmentation only, as the personnel remains as in the past, with Mr. Gray actively president. H. D. Dodge in charge of sales; with George Gird as branch manager of the Wichita office; and with the management of the Gray Tractor Company of Canada, Ltd., in the hands of Albert Prugh and James Letham.

Had Wide Experience

Mr. George Sykes, general manager of the Gray Tractor Co., Minneapolis, spent a few days in Winnipeg during December, in conference with Mr. Prugh, manager of the Canadian organization. His wide experience in mechanical and electrical engineering admirably befit Mr. Sykes for the important post he now occupies with the Gray interests.

The experience of Mr. Sykes covers such phases of the engin-

ering industry as the manufacture and sale of electrical equipment of all kinds, aeroplane engines, aeroplane parts, aero electric gear, the manufacture of high



GEORGE SYKES

grade automobiles, and the production of special iron and steel materials.

He came to the United States for the British Government in 1917 as chief inspector of the production of aeroplane engines and aeroplane parts for the British forces. He personally supervised the production of the 160 h.p. aero engines, and also of the power boats designed for submarine chasing. Connected with the special British Mission in New York, he was final inspector and agent in connection with steel parts, aero electrical gear and all lumber supplied by the U. S. for British needs. During the war Mr. Sykes was a captain in the Royal Air Force. In an interview with Canadian Farm Implements he said:—

"It may be that I am regarded as somewhat of an extremist as regards "quality" as a factor in all mechanical construction. Quality in the product has been my ideal throughout my entire engineering experience. The quality upon which depended the lives of air-men during the war is no less essential in tractor production, for upon the quality of the tractor depends the prosperity of the farmer, and also the entire future of the power farming idea.

"All of us know what conditions are in connection with agriculture. To my mind the tractor that will sell in the years ahead will have to be a quality machine. The farmer cannot, and will not, invest in any other kind of power plant, and the manufacturer owes it to agriculture to build and sell the best that engineering skill can produce. Reliability, durability and economy of operation, coupled with superior design and construction and high grade service—these are future essentials in connection with the tractor business. The dealer, to be successful, must be sold on the tractor idea and most of all on trac-

Lister Opportunities for Bigger Volume in 1923

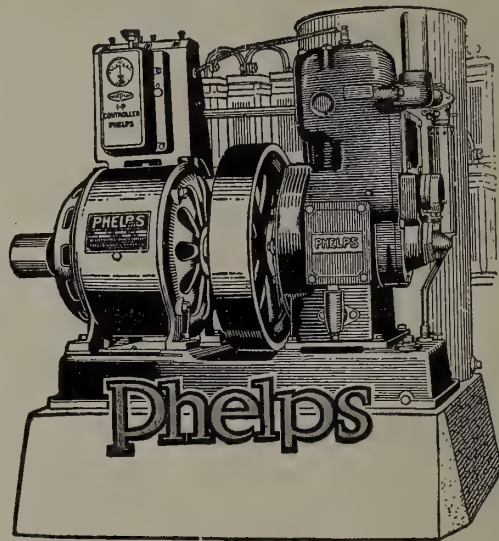
Lister-Phelps Power and Light Plants

Guaranteed capacity of the Lister-Phelps Plants is 50 and 75 lights without battery. At our new, low prices these plants dominate the field in real value, quality, simplicity, ease of operation and all-round efficiency. Easily installed—easily operated. No switchboard; simple control box. One lever starts or stops engine, cutting out battery and giving 3½ h.p. to power pulley. You can create a nice demand for them in your territory for installation in stores, halls, schools, churches, as well as farms. Ask for prices.

GET THE LISTER CONTRACT FOR 1923

1 H. P. PUMPING ENGINE
Retail Price..... \$59.00

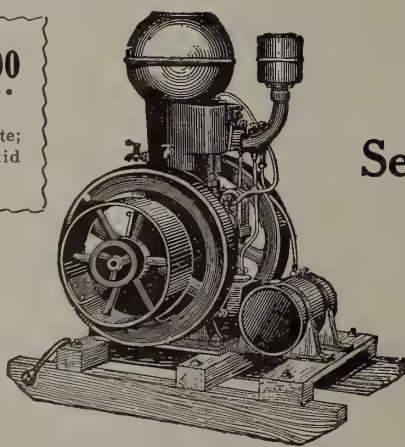
Air-cooled, Four-cycle, 3x3". Complete; Dependable and economical. Skid mounted. Weighs 155 lbs.



Sell Lister Farm Engines

2, 3, 5, 7 and 9 H. P.

A British-built engine with British quality in every part. They are unequalled for materials and finish, reliability and economy of operation. High tension ignition—no batteries. Automatic lubrication. Shipped complete with skids. Get a sample on your floor.



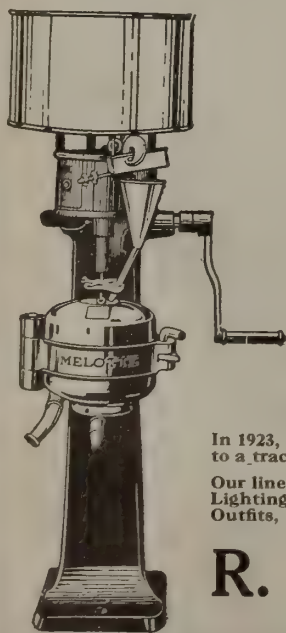
Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs.
World Famous — Over a Million now in Use

In 1923, as in 1888, the biggest separator value on the market. With the original, self-balancing bowl they skim to a trace. In design, quality, finish and service they are the best separator line you can handle.

Our line includes:—"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

R. A. LISTER & CO. (Canada) LTD.
WINNIPEG, MAN. TORONTO, ONT.



How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

tor quality. Too many dealers are yet unsold on the tractor idea, probably due to some sad experience in representation.

"The Gray tractor, I am convinced, offers all of the above factors which are required to assure the success of a tractor for both farmer and dealer. Gray tractors sold over eight years ago are giving excellent service, and our demand for parts is practically nil, which is a tribute to the inherent quality construction of our product.

"The adaptability in the hitch design of the Gray tractor means real economy in doing farm work. In our design for 1923, from a designing and manufacturing standpoint no change is contemplated other than those natural and obvious refinements of the product that have always been made. The unquestioned excellence of Gray tractors, as proved conclusively by the continued operation of the thousands on North American farms, convince the organization of the wisdom of marketing our present product with such improvements as have been the outgrowth of fourteen years manufacturing experiences. We will have the same successful design with the wide-drive drum, and will continue to use the Waukesha motor—than which there is none better for good design and economical power production.

"Mr. Prugh has been successfully selling our product in this territory over a period of years, and I believe that the West Canadian farmer and dealer realize that the successful tractor must be a quality product in every detail if successful operation and satisfactory sales are to follow.

Cockshutt Earnings Lower

The Cockshutt Plow Company, Limited, were greatly affected by the depression in the implement business during the year ended June 30th, profits after providing for depreciation, being \$5,656, as compared with \$624,292 in 1921, and \$660,921 in 1920. The quarterly dividend of one per cent. on preferred shares was maintained by drawing on the previous balance and this reduced the balance to \$3,192, from \$251,761 at the close of the previous year. The surplus of current assets over current liabilities was \$6,008,618. Bank and other loans were lower.

In his annual report the President, Col. H. Cockshutt, said: "The great fall in the price of farm products in Canada prevented the farming community from replenishing their stock of implements as is usually the case in

normal years. Then the uncertainty as to tariff changes was a further factor against normal purchases being made. As a result business in all lines of implements fell to an unprecedented extent in Canada during the year, and your company suffered from this in common with others."

Claims That Dealer is Vendor Under Act

The implement trade section of the Saskatchewan branch of the Retail Merchants' Association recently sent the following report to implement dealers in that province:

"An examination of the Farm Implement Act by the Provincial Committee of the Retail Implement Dealers Trade Section, led to the discovery that where the dealer purchases farm machinery outright from the manufacturer

or wholesaler, as he has no other option but to do with certain lines, he becomes the Vendor under the Act and therefore legally responsible to the purchaser for the keeping of repair parts for ten years, and the giving of warranties as to performance and material—an absolute impossibility unless such guaranty and warranties are given the dealer by the manufacturer or wholesaler of the goods sold."

The report goes on to state that in cases companies are attaching a clause giving the dealer the necessary protection as regards keeping repairs on hand, but representatives with regard to warranties are apparently lost sight of.

The report suggests that dealers see that contracts they sign, have a clause inserted dealing not only with repairs but also stat-

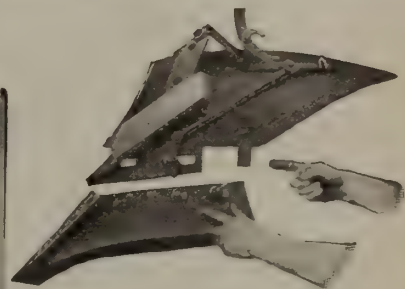
ing that the "company agrees to give to the agent, dealer, or party of the second part, the same warranties as are required to be given by a vendor pursuant to the law of the province."

Canada's Twine Imports

During 1920 binder twine entering Canada through the lake head ports totalled 21,000,000 pounds, as from the United States. In 1921 this rose to 40,000,000 pounds, and for the first eight months of 1922 over 36,000,000 pounds were exported. Canada's total production of binder twine in the fiscal year 1921-22 amounted to 13,167 tons.

Any fool can spend more than he earns, but a real man does the contrary.

Progress is the result of thought-driven action.



E-B Riding and Tractor Plows are equipped with E-B Quick Detachable Shares, the only shares which can be put on or taken off by hand in five seconds—no bolts, nuts or tools

More Plow Business in Sight

Plow sales have been below normal for several years but prospects now look brighter.

Farmers of the prairie provinces will receive for their grain crops alone \$625,000,000.00. This means a big increase in buying because farmers have reached the necessity for new equipment. Plows will be in first demand.

To get your share of this plow business, you should have E-B Plows in stock. Farmers everywhere recognize them as first in quality and efficiency. Every E-B Plow sold makes a satisfied customer.

This year marks our 70th anniversary. Most of the improvements in plow construction during these 70 years were originated and first used on E-B Plows, the result of constant striving to maintain our reputation as expert plow builders. A few outstanding features of E-B Plows:

Light draft and durable construction.

Easy to handle—all riding and tractor plows are foot or power lift.

A wide variety of bottoms to meet every soil condition.

Soft center shares—which overcome breakage.

Bottoms and shares are interchangeable and always fit.

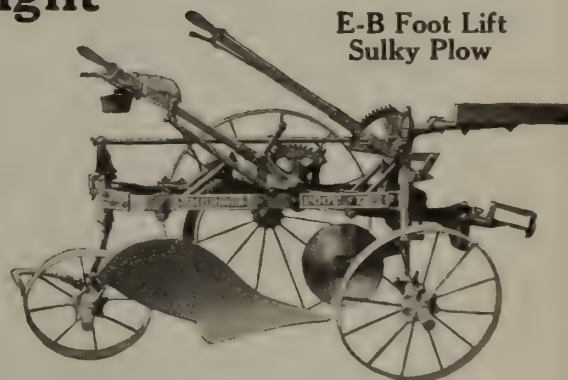
All riding and tractor plows equipped with E-B Quick Detachable Shares.

We shall be glad to tell you all about E-B Plows and explain our money making contract for 1923

**Emerson-Brantingham
Implement Co., Inc.**

Business Founded 1852 : Rockford, Ill.

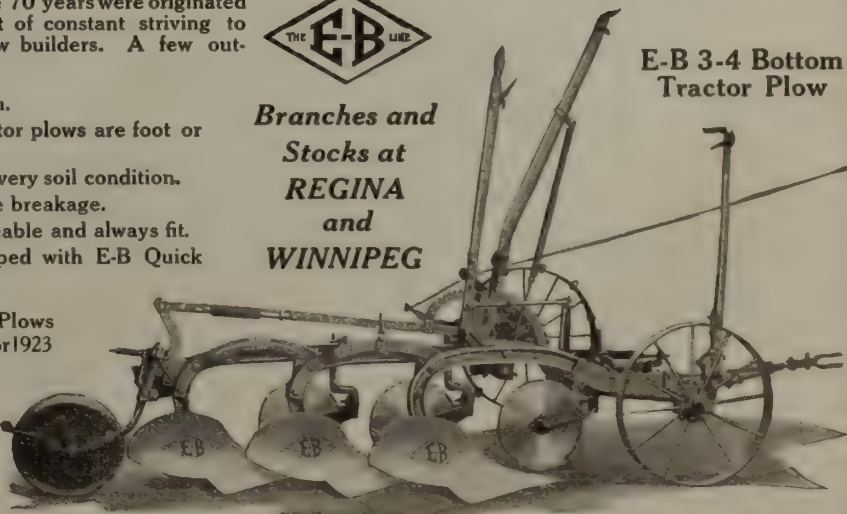
This Year Marks Our 70th Anniversary



E-B Foot Lift
Sulky Plow



Branches and
Stocks at
**REGINA
and
WINNIPEG**



E-B 3-4 Bottom
Tractor Plow

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

J. H. B., Sask.—Stove with number 9-6-22 was formerly handled by the Judson Co., Winnipeg. You can get the part from the Manitoba Jobbers Co., Winnipeg.

R. C. A., Alta.—The Stuart Sheaf Loader Co., Winnipeg do not manufacture a rotary rod weeder. We believe that the implement you require is distributed by the Northern Machinery Co., Calgary, Alta.

W. J. P., Sask.—Part R. D. 206 is a sheaf for the scraper support on disc shaft of a Moline disc plow. You can get the part from the John Watson Manfg. Co., 311 Chambers Street, Winnipeg.

B. Bros., Sask.—You can get repairs for a "Big Chief" engine by writing the John Deere Plow Co., Ltd., at either Regina or Winnipeg.

E. & K., Sask.—We regret that we cannot locate the manufacturer of a 2½ h. p. engine named the "Gibraltar." Can any reader identify this make?

P. L. McN., Sask.—Grinder with casting U264 is a 4½ inch flat plate grinder manufactured by the Ontario Wind Engine & Pump Co. You can get new parts from the Regina office.

H. B. H., Sask.—The nearest repair point for parts for an Empire cream separator, is the Ontario Wind Engine & Pump Co., Regina, who are distributors for this line in the West.

N. H. J. & Sons, Sask.—You can obtain parts for the "Olds" engine from the nearest branch of the Massey-Harris Company.

C. E. C., Sask.—Repairs for the "Norwood" sewing machine can be had from the Dominion Sewing Machine Co., 300 Notre Dame Ave., Winnipeg.

F. W. D., Sask.—As you are in a hurry for parts for the Stickney gas engine we forwarded your order to the Ontario Wind Engine & Pump Co., Regina, who stock repairs for this engine.

E. S., Alta.—One horse tread powers are manufactured by The Matthew Moody & Sons Co., Terrebonne, Quebec, who can give you complete information and prices.

C. P. Co., Man.—Ward pumps are not handled in the West. For parts write direct to the Ward Pump Company, Rockford, Ill.

A. & R., Sask.—We are advised by W. J. Parker, Manitoba, that D. O. 6 for which you enquired is part wheel boxing for an old make of Cockshutt plow.

R. W. P., Man.—The 8-inch grinder, known as the "Lincoln," is distributed by the Cushman Farm Equipment Co., Winnipeg, who can supply any repairs you require.

J. B., Sask.—Plates A9 and A6/F are for a "Duplex" grinder manufactured by the Duplex Mill & Manfg. Co., Springfield, Ohio. You will have to write the factory direct for replacement.

N. H. J. & Sons, Sask.—Hayes' stock pumps were formerly handled in Western Canada by the Marshall-Wells Company. They no longer distribute this line. Write direct to the makers, the Hayes Pump & Planter Co., Galva, Ill. U. S. A.

W. O. M., Man.—Cast gear wheel VLA, and brass gear VLB are for a cream separator distributed by the Fortuna Cream Separator Co., 901 Paris Bldg., Winnipeg.

F. P., Man.—Parts for the Galloway cream separator can be had from the William Galloway Co., 1650 Portage Ave., Winnipeg. Parts for the "Diabolo" cream separator are available from the United Engine Co., Lansing, Mich., U. S. A.

M. H., Man.—The John Watson Manfg. Co., Winnipeg, carry a line of repairs for all Moline farm implements.

U. T. Co., Man.—Repairs for the "American" cream separator can be had only from the makers—the American Cream Separator Co., Bainbridge, N. Y.

J. W., Man.—Parts for the "Superior" grinder can be obtained only from the Duplex Manufacturing Co., Superior, Wis.

J. M. & Sons, Sask.—A stubble burner of the type you refer to is manufactured by Colthorp & Scott, Medicine Hat, Alta.

M. Bros., Sask.—You can get parts for McLaughlin buggies from the F. N. McDonald Co., 156 Princess Street, Winnipeg.

R. S. S., Man.—The only point from which repairs for a Bradley harrow cart may be had is the Sears, Roebuck Co., Chicago.

H. A., Man.—Repairs for the "Economy" cream separator can be had from the manufacturers, the Golden Rod Separator Co., Oxford, Pa.

E. W., Man.—Repairs for the "Maple Leaf" grain grinder may be had from the manufacturers, the Goold, Shapley & Muir Co., Regina, Sask.

R. H., Man.—Parts for the "O K." power washer can be had only from the manufacturers—the H. F. Brammer Mfg. Co., Davenport, Iowa.

C. E., Alta.—Part X113 is a cap and SB273 boxing for wheel of a Deere and Mansur disc harrow. You can secure the parts through the Calgary branch of the John Deere Plow Company.

THE GRAY CHASSIS—AN INTERESTING DESIGN FOR QUANTITY PRODUCTION

By J. Edward Schipper

The Gray car, which is being marketed in Canada by Wm. Gray-Sons-Campbell Limited, of Chatham, presents an interesting study, for it was designed as a low-priced production job, which would, at the same time, give maximum service and life. The chassis possesses marked individuality, the design being original from stem to stern. It has 100 in. wheelbase, weighs 1100 lbs. and with the five-passenger phaeton body, 1585 lbs. The chassis incorporates the shortest four-cylinder unit power plant on any American chassis, what is probably the smallest three-speed, selective gear-set manufactured, an extraordinarily rigid frame, and a unique type of spring suspension of interesting characteristics.

The chassis weight distribution favors the front end of the car to some extent, but with the body in place and fully loaded, the weight is about evenly distributed over the front and rear axles since the three-passenger load in the rear seat is directly over the rear axle.

Low Assembly Cost

The manufacture of a car of this price class presents an interesting problem, not only in design, but in service and in economics of manufacture. For instance, it costs at the present time well under \$10 per car to assemble. This cost will decrease as the production rate increases. It is generally true, moreover, that a car which is easy to assemble is also easy to service, because the same features of construction which make the parts go together readily make disassembly easy.

It must be remembered that, in a car selling at this figure, the same spirit of economy which prompts a purchaser to secure a low-priced car is also a strong factor when it comes to maintenance. The price factor dominates, however, and every unit which enters the car must combine low cost with durability. A car designed solely from the performance standpoint, with price a secondary consideration, is approached from a directly opposite angle. Although reliability and satisfactory performance have been insisted upon in construction, the prime essential has been to accomplish these results at the lowest cost in materials, arrangement and workmanship.

Gives Big Mileage

The Gray car is designed for those who have not the time or inclination to keep up a vehicle which requires delicate adjustment. The engine, in contrast with that in most light-weight cars recently developed, is distinctly a low-speed, low compression unit. It peaks at 1700 r.p.m., at which speed the vehicle is operating at about 40 miles per hour. The average gasoline consumption, all over the country, is said to be well above 30 miles per gallon. The maximum speed of the car is about 43 m.p.h. on the standard gear ratio of 3.9 to 1.

Engine Design Interesting

The engine is designed as a heavy-duty type with high factors of safety and relatively low compression. As a result of the relatively low maximum pressures and temperatures the close limits used in high compression are said to be unnecessary, and it is possible to use liberal clearances, and to employ cast iron valves. Light valve springs which conserve the valve seats and a small intake manifold giving high gas velocities are also employed—the latter to assist in carburetion. The light stresses on the engine bearings make possible the use of a simple oiling system.

The cylinder block is a gray iron casting with the head separate and the upper half of the crankcase integral. The head is also a gray iron casting, but the bottom half of the crankcase is a steel stamping. A feature which is noteworthy in the cylinder block casting is that the front plate is separate, thereby simplifying the foundry work.

The motor bearings are particularly accessible, and in the water jacket system cooling is singularly effective around the spark plugs. The pistons in the new car are gray iron with three rings, and an unusual feature in a car of this class is a 1½ inch high carbon steel crankshaft. Helical gears drive the crankshaft and generator units.

The oiling system is circulating splash type, the clutch and flywheel housing acting as the oil reservoir. Oil is picked up by the teeth in the flywheel, carried to the top of the casing, and dropped into a funnel feed which runs through the crankcase. The thermo-syphon system is arranged so as to have a ten-inch water head in the radiator.

Clutch and Gearset

The clutch and gearset are assembled with engine form a unit power plant which measures only 38½ ins. over all.

The clutch operates in the flywheel housing. The total pressure of the six clutch springs is between 1100 and 1300 lbs. The gearset is probably the smallest three-speed selective unit on any Canadian car. The gears are 9/16 in. and ½ in. face, fully lubricated, and the whole system is practically noiseless. The axle construction in the new Gray car follows usual Timken practice. A ratio of 3.9 to 1 is provided with 1.6 to 1 in second gear, 3.38 to 1 in low and 4.16 to 1 in reverse.

On the chassis is mounted a light-weight body which has unusual foot room for the wheelbase.

Don't take every cent of profit out of your business. Leave something for seed.

It's a lot better to discover your own mistakes than to have them discovered by another.

Ideas come on wings, and must be captured or they fly away.

Have You Renewed Your Subscription for 1923?

At this season of the year your subscription may have expired. Why not renew NOW, using the blank below? Note our Two Year Offer. Do not miss an issue of Western Canada's only Implement and Tractor Trade Journal. While you think of it—cut out this notice, fill it in and attach your remittance.

CANADIAN FARM IMPLEMENTS 812 Confederation Life Bldg., Winnipeg, Man.



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Reach Every Tractor, Implement and Farm Equipment Dealer in the Canadian West Through

Serves Every Unit in the Trade in Canada's Greatest Sale Territory

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

An Exclusive Dealer Field One Magazine—One Advertisement—Once a Month

Regular Trade Advertising Creates Sales Opportunities And Lowers Your Sales Costs

Tractors and Farm Implements must be sold and kept sold during their period of usefulness. Only the dealer can do this. Consumer support is of little value without Dealer Co-operation.

Upon dealer organization often rests failure or success. No manufacturer has a perfect or a permanent, unchangeable dealer organization. Hence the importance of continuous advertising to the trade. What are your plans?

Our Subscribers sell Equipment to over 320,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
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Wagons and Trucks
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Auto Accessories
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Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

Manufacturers find it harder to keep their dealer organization intact. So do Jobbers. Yet better dealers are required than ever before. Proper dealer morale, aggressive interest in your goods, cannot be obtained without a constant advertising appeal.

To create prospects the farm press will assist you. But what good are prospects which cannot be handled locally?

One good, aggressive dealer to-day is worth a hundred consumer prospects.

Advertising Rates and Distribution of Circulation Will be Sent Upon Request

Make 1923 a "Come-back" Year



John George Brown, better known as "Kootenale" Brown, the first man to homestead in Alberta. He filed on his land in 1865 and because he traded with the Kootenale Indians was known as "Kootenale" Brown during the 51 years of his life in Western Canada.



Homestead of "Kootenale" Brown, the first homestead to be taken in Alberta with the Kootenale (Waterton) River in front and the mountains behind. The house shown in the picture is supposed to be the first farm house built in Alberta. It was put up in 1865, and here "Kootenale" Brown lived with his Cree wife, Chee-pay-tha-gua-ka-soon, for more than fifty years.



Seventeen years after "Kootenale" Brown filed on his Alberta homestead, when the Canadian Pacific Railway was under construction, The Nor-West Farmer was founded at Winnipeg. Since that time it has been the first paper in the hearts and homes of the pioneers and their successors—the leading farm journal in Western Canada.

1922 WAS a testing year. Sales methods, products and systems were thrown into the furnace of adversity and the gold separated from the dross. Inefficient methods of distribution collapsed under the strain of falling markets and waning demand and inferior products were forced off the market or left on the dealers' hands.

Advertising stood the test and proved to be the brightest gold. It overcame sales resistance and maintained and created markets. It speeded up turn-over and increased profits and was the means of keeping the doors open for many retailers, enabling them to get a firmer foothold for 1923.

By advertising in The Nor'-West Farmer the firms listed below bombarded depression with publicity and popularized their products with the best farm families of the West. They saved the day in 1922 and have paved the way to make 1923 a "Come-back" Year. It will pay in 1923, more than ever, to handle advertised lines.

1922 Advertisers of Machinery and Allied Lines

AUTO, GARAGE & OILS

Acme Magneto & Electrical Co.
Breen Batteries
Canadian Oil Companies
Carriage Factories Ltd.
Champion Spark Plug Co.
Chevrolet Cars
Columbia Batteries
Commer Trucks
Diamond Grid Batteries
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Ford Cars
Ford Trucks
Globelite Batteries
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Kipp-Kelly Ltd.
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Oldsmobile Cars
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Reo Cars and Trucks
Riverside Iron Works
Royal Oak Tires
Smooth-On Iron Cement
Sterling Engine Works
Supreme Batteries
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White Rose Gasoline

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Boston Varnish Co.
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Buckeye Incubator Co.
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Coleman Lamp Co.
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Hall Zyrd Foundry Co., Ltd.
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Pease Western Foundry Co.
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Sheet Metal Products
Sherwin-Williams Co.
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Smooth-On Iron Cement
N. Slater Co., Ltd.
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Advance Rumley Co.
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Christiansen Implements Ltd.
Cockshutt Plow Co.
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De Laval Separators
Edwards Motor Co.
Emerson Brantingham Implements
Ferguson & Co.
Fibre Products Sales
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Sawyer-Massey Co.
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Titan 10-20 Tractors
S. Vessot & Co.
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Waterloo Manufacturing Co.
John Watson Mfg. Co.
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The Nor-West Farmer
The Pioneer Farm Journal of Western Canada
WINNIPEG

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 2

WINNIPEG, CANADA, FEBRUARY, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 Cents

Cash and Credit

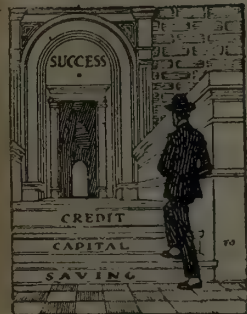
A person without money or property usually has little credit, even if his integrity is well known.

Credit is based on capital, and capital is the result of saving. Credit is not a gift; it is a growth. It comes through earnest effort long continued. Some day you will need it.

Saving is the first step to good credit.

Ask for our complimentary booklet—
"Cash and Credit."

930



UNION BANK OF CANADA

Head Office - WINNIPEG

Place Fire Protection as you Buy Your Goods

Canada's fire loss in 1922 was over \$45,745,000, an increase of nearly 14 millions over 1921. Fire insurance for your business and home is essential for the preservation of your credit. The premiums are a part of your cost of doing business.

If you could buy quality stock at a saving of 50%, wouldn't you jump at the chance? Yet that is just what we offer dealers—guaranteed Fire Protection at a net cost of ONE-HALF of the Board Companies' rates. We have paid a 50% dividend to policy holders for the past 16 years. Let us serve you and save you money this year.

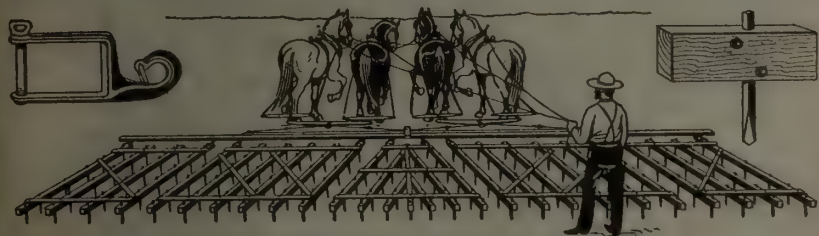
ASSETS OVER \$4,000,000.00.

NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,
802 Confederation Life Building, Winnipeg.

Sell WATSON'S HARROWS



WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet; 174 Tooth, 30 feet; 222 Tooth, 38 feet. Consider no statement that you can get harrows "just as good" as Watson's. There is but one "Watson" Harrow. Order it from us.

Get Prices and Attractive Sales Offer on the Watson Line.
It will Stimulate your Spring Business.

Monitor Drill Repairs

We carry a full line of repairs for Moline and JANESVILLE implements

Moline Plows

(Best Ever, Good Enough etc.)

Moline Disc Harrows

(Economy)

Mandt Wagons and Farm Trucks

Manure Spreaders

(National and Mandt)

Monitor Drills

Moline Universal Tractors

Moline Engine Gangs

Adriance Binders, Mowers and Rakes

Also Repairs For

Janesville Plows,

Disc Harrows, etc.

John Watson Mfg. Co.
LIMITED

SEND US YOUR

REPAIR ORDERS 311 CHAMBERS STREET, WINNIPEG, Man.

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TYPE \$25.85
136

Battery for Chevrolet
F. B., McLaughlin, Olds-
mobile, Nash, Studebaker
cars.

TYPE \$31.85
712

Battery for Dodge and Max-
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Thousands of Satisfied
Users

\$19.85

Owing to increased price
of lead we can only quote
present battery prices on
stock on hand. Order your
requirements now before
prices advance.

GUARANTEED 18 MONTHS

BREEN MOTOR CO., LIMITED — WINNIPEG

A Mind at Ease

is good medicine for the body. It gives a man power to withstand the stress of steady toil, the pressure of business worries. No man, however, can have ease of mind, where no provision has been made for the future of his wife and family. It is a duty he owes to himself, as well as to them, to make such provision, and the sanest, surest, easiest way to do so is through life insurance.

A small sum invested annually in a Great-West Life Insurance policy will provide the requisite protection and pay a good return on your investment. Write us for exact particulars of rates and plans. State age at nearest birthday.

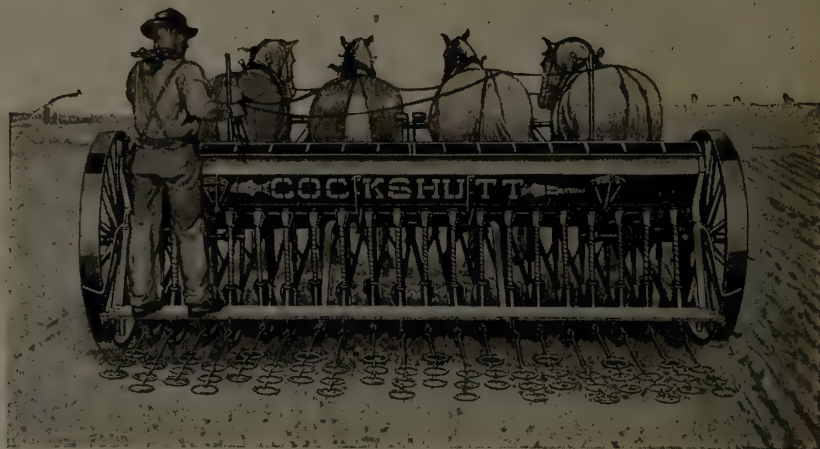
The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office : : WINNIPEG

COCKSHUTT SEED DRILLS

A Style and Size to meet the requirements of every prospect and make him a satisfied customer.



Lever Lift or Power Lift—For Horses or Tractor

Built in 12, 14, 16, 20, 24 and 28 Sizes

Users of Cockshutt Drills have proven that these Seeders are adaptable to any condition they meet—whether the season be favorable or unfavorable and the land well prepared or not.

That's the kind of a Drill YOUR customers are going to demand this Spring.

Cockshutt Drills have ample strength; are light in draft; have extra large capacity grain boxes with steel covers; are most efficient

grain distributors and are kept thoroughly lubricated by compression grease cups. The larger sizes with power lift are very popular with users of Tractors.

A Cockshutt contract gives you a COMPLETE line, manufactured in Canada and backed by many years of successful service to Western farmers. It's THE line that it pays to push.

Let us send you a supply of literature and further information today.

Cockshutt Plow Company Limited

Winnipeg, Regina, Saskatoon, Calgary, Edmonton

Back 1923 Business with the White *"First Quality Line"* White "ALL-WORK" Tractors

Three Sizes—Each a Leader in its Class

12-25 H. P.

14-28 H. P.

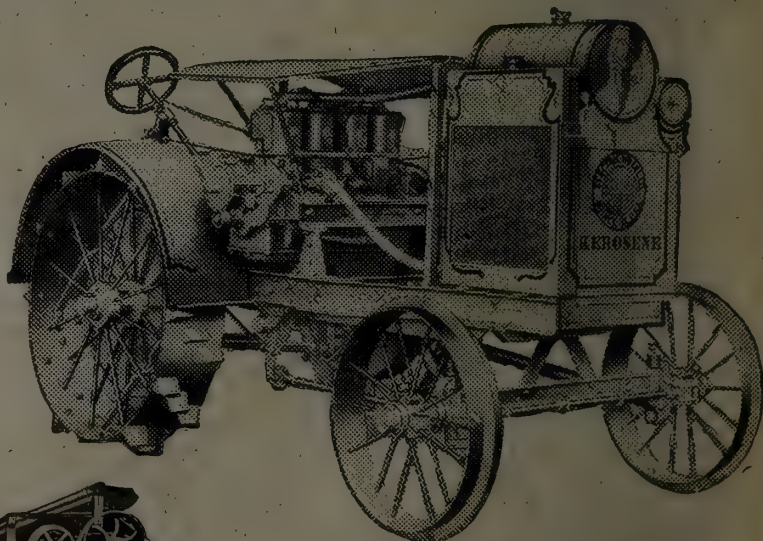
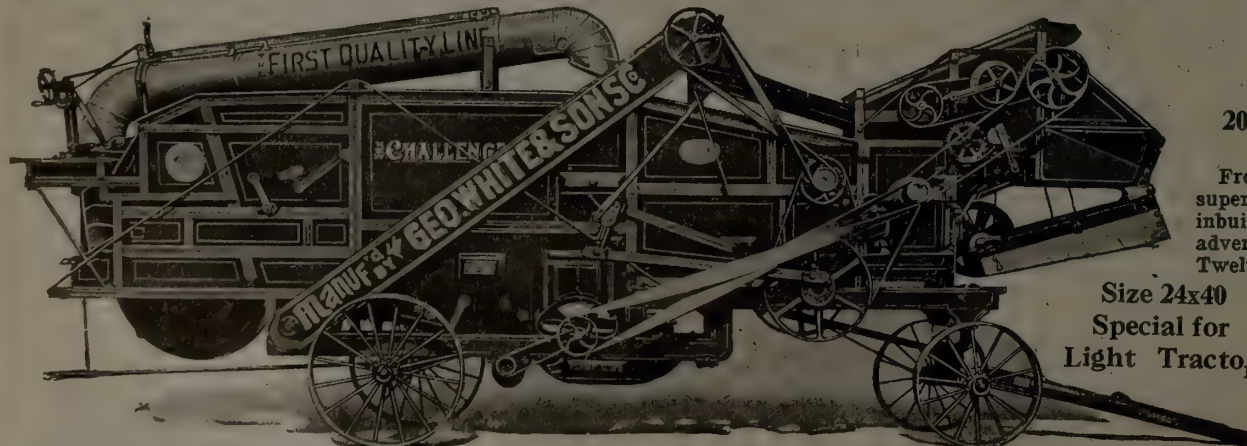
20-38 H. P.

Dealers handling White "All-Work" Tractors now have an added sales opportunity—a range of sizes to meet every power demand. The 12-25 (2-3 plow) operates a 20 or 22 inch thresher. The 14-28 (3-4 plow) operates a 24 to 26 inch thresher, and the new 20-38 h.p. All-Work will pull 4 to 5 plows or operate a 28 to 32 inch thresher to full capacity.

FOR EVERY HAULAGE OR BELT-DRIVE JOB

Send for complete details of the new 20-38 h.p. All-Work. Its great capacity for drawbar and belt jobs make it the biggest value of the 1923 market. Weighs only 6,500 lbs. Will double-disc, drill and pack in one operation. Its three speeds, short turning radius and extension rims make it very efficient for road work. Four cyl. 5 x 7" motor; using kerosene, develops 3,300 lbs. on the drawbar at 2 3/4 m.p.h. Accessible design, unequalled construction, direct drive and great reserve power, coupled with very reasonable price, assure a good demand for the 20-38. Write for sales offer.

Your Trade Know "Challenge" Threshers



MADE IN SIX SIZES:

20x36, 24x40, 28x46, 32x54
36x60, 40x66

From feeder to stacker-hood they combine superior construction, honest value, strength and inbuilt value. Do good and fast work under most adverse conditions, and have remarkable capacity. Twelve bar cylinders of double-bar pattern. Double-belted and double-driven. Our 1923 Sales Contract offers you a very attractive proposition. Now is the time to reserve territory.

We manufacture and sell: Rear and side-mount Steam Tractors, Threshers, Kerosene Tractors, Stackers, Feeders, Registers, Threshers Supplies, etc.

Size 24x40
Special for
Light Tractor

George White & Sons Co., Ltd., Brandon, Moose Jaw, Saskatoon



BOOK NOW!



Sandoval Coulters

Harrow Discs

Drill Covering Chains

Either Two or Three Link

Harrow Teeth

Our Harrow Teeth are of the Best Material, Uniform
in Manufacture, and Clean Cut in Thread

Our Stock is the Best Our Prices Right

CRESCENT PLOW SHARES



Over 1500 Patterns *Note the Trade-Mark*

Over 1500 Patterns



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

Best to Stock,
Best to Sell,
Best to Use.



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Leaders in quality of material, fit and finish. Fully guaranteed. Made from finest selected soft centre and crucible steel. They meet every demand and assure repeat orders for the dealer.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.

Sell at a fair price, with a fair profit to you. Now is the time to size up the spring demand for your territory. Every share is fully guaranteed. Place your order. We assure prompt delivery.

Dealers—Ask for Latest List and Prices. Place Your Requirements



D. ACKLAND & SON, LTD.

WINNIPEG

CALGARY





THE dealer and the farmer both buy a tractor for the same reason—profit. If the tractor needs a lot of servicing both lose money. So each has a mighty vital reason for wanting that tractor Hyatt-equipped. They both know Hyatt Roller Bearings seldom need replacement, never need adjustment, require a minimum of attention.

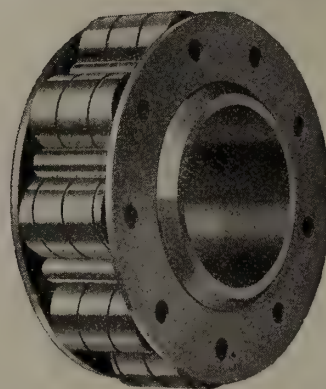
For a complete list of Hyatt Equipped Tractors and Implements write:

HYATT ROLLER BEARING COMPANY

Tractor and Implement Bearings Division, Chicago
Industrial Bearings Division, New York

Motor Bearings Division, Detroit
Pacific Coast Division, San Francisco, Calif.

HYATT
ROLLER BEARINGS



**NO ADJUSTMENT OF ANY KIND POSSIBLE
OR NECESSARY—ABSOLUTELY FOOL PROOF**

CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 2

WINNIPEG, CANADA, FEBRUARY, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10c

Business Improving and Outlook for 1923 More Hopeful

By Thomas Bradshaw, General Manager Massey-Harris Company Limited.

In 1923 an improved demand for agricultural machinery, both in domestic and foreign markets, is anticipated. At home a crop valued at 984 million dollars, or over 50 millions more than that of 1921, was harvested in the past season, and while its cost of production was probably high, compared with its sales value, there can be no doubt that the average Canadian farmer has benefited as a result of it, and is better off today financially than he was a year ago. This condition will enable him to make more purchases and will automatically increase the demand for manufactured goods. Abroad, especially in Europe, the need for implements is becoming more pressing, and there are some signs of ways and means opening up whereby the Canadian manufacturer may be able to increase his export trade.

The year 1922 was one of readjustment. A comparatively heavy stock of raw materials and finished goods was carried over from previous years, and this, together with a demand for machinery that was much below normal, compelled greatly lessened intermittent and costly factory production, thereby curtailing the purchase of material and decreasing the number of persons constantly employed. Now inventories have been substantially reduced, and since it is believed that business will tend to become better as a result of the improved condition of the farmer, and of the fact that he in recent years has not been renewing his equipment, greater production will result and the demand for raw materials and for labor become more pronounced—both healthy signs.

Debt Legislation

Unfortunately there is another side to the picture. Certain provinces have enacted "debt legislation" of a somewhat radical character, which practically puts into effect a moratorium. This has resulted in a destruction of initiative on the part of the debtor, and has greatly lessened

his efforts to help himself. It has tended to encourage him to become careless and indifferent to his financial responsibility. The morale of the whole community is lowered, and not only is the credit of those who take advantage of the provisions of the act destroyed, but that of all the others is greatly curtailed.

Taxation burdens have a prejudicial effect upon business, and any increase in them cannot help but retard progress in the coming twelve months. On the contrary, a reduction in taxation levies would be a genuine stimulant.

Were it possible to have reduced prices, buying would be strengthened very materially, but unfortunately there has been no reduction in the cost of two main factors in all manufactured articles, namely, materials and labor.

Trend of Prices and Labor

Material costs today are on the average 25 per cent higher than they were a year ago, while certain commodities have advanced still more. Examples are steel, 33 per cent.; pig iron, 30 per cent.; cotton duck, 40 per cent., and coke, 77 per cent. Coal has increased 20 per cent. Shortage of common labor in the United States mill districts is still quite acute, and higher wages are being paid, thus making very doubtful the prospect of lower material prices. It is not believed, however, that there will be further advances. Costs of Canadian labor remain the same today as a year ago.

Practically 90 per cent. of manufacturing costs is represented by labor (production of raw materials, handling, transportation, manufacture from raw to finished states, and distribution). When this is taken into consideration it must be evident that prices cannot be reduced while this constituent remains unchanged. It must not be inferred that it is believed that ordinary labor, in the light of present cost of living figures, is too highly paid, although the same cannot be said of skilled or highly specialized labor in certain trades.

Export Demand Reduced

With hope of improvement in Canadian business conditions, a similar trend in Europe would give rise to well-founded optimism respecting the future. With the exception of food-stuffs, which she must have, Europe is so greatly disturbed economically, politically and socially, that only a fraction of the former export trade is now carried on with her. Some countries to which a large volume of goods was formerly exported are unable to buy, while the trade with others has been on a limited scale only, and very unsatisfactory from a profit-making standpoint. Her credit system has completely broken down, and until it is restored it is difficult to see how former export business can be recovered.

Speaking generally, it is believed that 1923 will be brighter than its predecessor, and that there is justification for a more hopeful outlook than there was a year ago. Labor is more satisfied and more efficient, credit can be obtained for those who are entitled to it, and demand is increasing after the war-time surfeit. Retrenchment in public places is a first step to improvement, for every municipality, every province and the Dominion has a load of debt taxation and overhead expense which, unless effectively checked, cannot but greatly increase our difficulties and prove a very real obstacle to the return of prosperity. Moreover, to bring back "good times" rapidly, each one of us in cities, towns and country, must be prepared to inject into that in which it is our lot to be engaged, more of the old-time efforts and honest labor.

The Tractor for Road Work

The implement and tractor dealer can broaden his market to a great extent by representing lines of road machinery and by working in the interests of better roads in his territory. In this connection the tractor is a line the dealer can push to advantage for

road construction and maintenance.

It is a business that will progress even more than it is now, because considering the returns, the road work is handled with a minimum of investment, a minimum of labor with an ease and dispatch that cannot be equalled by any other than tractor power, and a distinct saving in every item making up the entire cost of the work.

By becoming identified with the good roads movement, tractor dealers can open another opportunity for profit and can play a prominent part in the distribution of the various kinds of road equipment used in highway work. The machinery companies are anxious to obtain local representation. The present distribution channels are primitive, and they need representation on the ground. It may not be necessary for the local dealer to stock road machines, for it might not be profitable to do so under all present conditions. But there is a profitable field for the dealer who will collaborate with the road machinery salesman.

Implement Prices Advance in the United States

In the United States during the past month the manufacturers of farm machinery have found it necessary to adjust their prices. This step is due to the increase in cost of many of the materials entering into the cost of production. In some cases the adjustment results in advances over the prices which have prevailed since the latest reductions were made. Reports received covering adjustments show increases of approximately 10 per cent. on an average as the possible maximum increase.

This advance has been frequently forecast and comes after the U. S. manufacturers had completed their canvassing for 1923 contracts. Production programmes had been outlined and materials purchased in order to meet a demand which seemed a little better than that of 1922. In

the United States the prospects are that the 1923 demand will be possibly double of what it was last year, so that the manufacturers are forced to enter the market for materials that show great advances over the material prices quoted last spring, and on which present implement prices are based. The leading raw materials such as steel, pig iron and malleable castings have advanced an average of 30 per cent. since the previous prices were established. Most of the manufacturers state that the price revision will not more than cover the increased material costs.

It is contended by some producers that demand has no bearing upon an increase in price, but that the advance is simply a matter of self preservation. Many companies enter 1923 facing a loss on their operations for the past year, and all realize that an advance is the last resort, but simply means that they have to come to a point where they must eliminate at least a part of the loss if they are to remain in business. The following table gives the increases which are reported to have been made on the principal items used by the manufacturers in the past nine months:

Hot rolled bars	31%
Cold rolled bars	22%
Bar iron	23%
Bolts, nuts, rivets	49%
Soft center steel	14%
Solid plow steel	64%
Malleable iron	46%
Pig iron	39%
Lumber	12%

Some of the large producers have not yet announced price changes, but it is believed that they are very carefully going into the matter of production costs so as to see if they can in any way avoid raising their prices. The manufacturers fully realize the necessity of price maintenance at last year's levels if at all possible, but it seems that the prices last year were in many cases based on figures which were too low when production costs were taken into account. Lack of demand made an effort for volume which meant in many cases prices which had little relation to the production costs in vogue.

Business on a Cash Basis

At the recent convention of the Minnesota Implement Dealers' Association considerable discussion took place on the possibility of selling repairs and twine for cash. A few dealers reported that they received cash for such business, others claiming that in their localities the sale of repairs and twine for cash was impossible. In a further discussion on

the possibility of conducting business on a cash or credit basis, the consensus was that at present the retail implement business could not be put upon a strictly cash basis successfully. Several dealers reported that they had been successful in obtaining a good volume of cash business by allowing a discount of 5 or 10 per cent. for cash.

Selling the Power Farming Idea

Extracts from an Address by Dave E. Darrah, Manager of Sales Promotion for the Hart-Parr Company.

Confidence begets confidence. You and I need not expect the farmer to be sold on the tractor idea until we, ourselves, are sold on it 100 per cent. strong. Whether we sell the tractor idea or not depends entirely upon the promise of confidence.

When analyzed, three reasons loom up which are fundamental and on which it seems to me the tractor must rest its case. The first of these is the crop assurance or insurance basis. The second is the possibilities as a probable belt power plant. The third is the profits basis, both financial and personal. All other reasons for the tractor's existence merge into these three.

The Tractor a Peak Load Machine

Exhaustive tests, as well as the experience of thousands of successful farmers, have proven that for most crops the ground must be plowed during the limit of a very few days in hot summer, early fall, or the spring season, if a maximum crop is to be raised. Here, best of all, the tractor demonstrates its fundamental basis as a load machine, plowing the land quickly and thoroughly within seasonal limits, regardless of heat, flies or dryness and hardness of soil. In such work the tractor needs no rest but will work tirelessly from sunrise to sunset or for twenty-four-hour shifts, if necessary.

Part two of the tractor idea is its ability as a portable belt power machine, allowing the farmer to cut his ensilage, thresh his grain in season, and grind it as needed throughout the year, to be manufactured in turn through pure-bred stock into higher-priced manufactured goods, such as butter, beef, pork, etc., which doubles the market value of the farmer's raw crops when so marketed. This second basis is making its appeal to thinking farmers today as never before.

The education of the war period, agricultural schools and other inaugurations have created a class of farmer business men. They charge for their time, machinery depreciation, building

depreciation, etc. They figure costs, and as a result they are interested in the tractor as a means of lowering the cost of crop production and adding the difference to their selling price. Whenever the tractor can show such a profit in the handling of any kind of a crop, its appeal will not go unheard by the farmer. A successful tractor farmer in every community, who has been educated to keep books and knows



DAVE E. DARRAH

his production costs, is the best piece of publicity any tractor company can have.

Dealers Should Advertise

The manufacturers of power farming equipment spend hundreds of thousands of dollars every year in well laid out advertising campaigns, selling the power farming idea. Each company has an advertising department of advertising experts putting the best brains money can hire into their advertising campaigns. These same experts prepare ads for dealers to use in their local papers, so as to tie you, as a local dealer, up to the natural advertising the farmer reads in his farm paper. Practically all manufacturers have working policies whereby they stand a part of the cost of local advertising, so that you as a dealer get it at approximately half price. The tractor idea will best be sold when dealers co-operate in these constructive advertising campaigns.

You cannot instil confidence in the farmer unless you speak highly of the entire industry. Lack of confidence in a competitor's financial stability or in the tractor he produces, spread broadcast, destroys not alone that competitor's trade, but destroys the farmer's faith in all tractors, as well. Imagine the effect of this barrage of untruth upon the farmer whom

that dealer is supposed to inspire with confidence. Men, it can't be done.

Educate the Farmer

The ultimate acceptance of the power farming idea is just as inevitable as has been the acceptance of labor-saving machinery in other lines of industry. The growth of the idea depends largely on the whole-souled effort which we as tractor and implement men put into it. In selling a horse-drawn plow or implement, we, as dealers, sell an implement which is standardized—which fits into a standardized method of farming which is as old as civilization itself. It requires a minimum of salesmanship and a minimum of instruction or education in the use. When, however, we sell a tractor with tractor-drawn implements, we are selling a new implement which fits into a new system of agriculture, about which the farmer knows little or nothing. The selling of power farming machinery requires from us education of the farmer as to its uses, and the best and most economical methods of operation, so that these new implements will be a success both from a personal and a financial standpoint.

Wholesale Association Appointed Committees

On January 23rd the executive of the Winnipeg Wholesale Implement Association met to appoint committees for the organization for the coming year. The most important committee of the association is the Legislative Committee, to which the following gentlemen were appointed:

Legislative Committee:—J. A. Tanner, International Harvester Co., Chairman; M. J. Carruthers, Advance-Rumely Thresher Co.; D. Drehmer, John Deere Plow Co.; C. H. Whitaker, Massey-Harris Co.; L. J. Mumford, J. I. Case T. M. Co.; J. P. Minhinick, Cockshutt Plow Co.; K. N. Forbes, Canadian Fairbanks-Morse Co.; D. N. Jameson, R. A. Lister Co. of Canada; A. Prugh, Gray Tractor Co. of Canada.

Membership Committee:—E. W. Hamilton and A. A. Thomson.

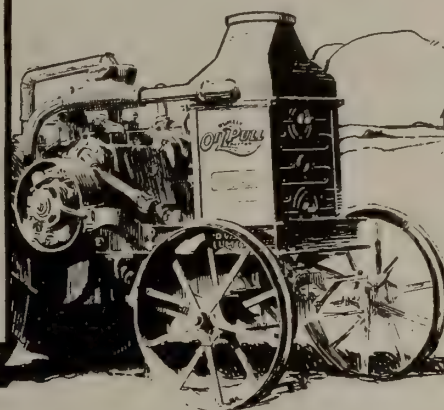
Freight Committee:—G. E. Carpenter C. M. A.; John Robertson, Sawyer-Massey Co.; W. N. Robinson, Robinson-Alamo Ltd., and J. C. Menagh, Cushman Farm Equipment Co., Ltd.

Entertainment Committee:—A. Prugh, Gray Tractor Co. of Canada, and A. A. Thomson, Canadian Farm Implements.

A recommendation was drafted to the membership in connection with donations solicited for local fairs plowing matches, etc.

Guarantee

We guarantee each Rumely OilPull Tractor to burn successfully all grades of kerosene permitted by law to be sold in the U. S. and Canada, under *ALL* conditions, at *ALL* loads up to its rated brake horse power.



Sell the OilPull

Because it is the tractor that successfully burns kerosene under ALL conditions—at ALL Loads

IN the East, West, North and South—at great national demonstrations and in private use—the OilPull has proved the soundness and correctness of its principles.

The OilPull has proved that it successfully burns kerosene under *ALL* conditions and at *ALL* loads. It has held all Principal National Fuel Economy Records for the past ten years. Saves an average of 39% of the fuel costs. Operates under given conditions at lower fuel cost than any gasoline, so-called gasoline-kerosene, or other kerosene tractor of equal rating.

Does this because of Triple Heat Control, a perfected system of kerosene burning that positively maintains motor temperatures.

The OilPull shows upkeep cost of only 50% of the Government's national average. The OilPull averages 10 years and more of service. Its cooling system will operate effectively at *ANY* temperature, *without freezing or evaporation*.

Is it any wonder OilPull dealers sold tractors even during the lean years recently past? Or that today their sales and profits are exceeding all expectations? Details regarding the OilPull agency will be sent on request. Please tell us your situation.

ADVANCE-RUMELY THRESHER CO., INC.,

Calgary, Alta. Regina, Sask.
Saskatoon, Sask. 48 Abell Street, Toronto, Ont. Winnipeg, Man.

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and farm trucks.

Served from 31 Branches and Warehouses



Reductions in Binder Twine Prices for 1923

On January 19th, the International Harvester Company of Canada announced their binder twine prices for 1923, which were followed by the Plymouth twine prices on January 30th. The International prices are as follows:

Cents Per lb.

Standard, 500 ft.	11 $\frac{3}{8}$
Standard Manila, 550 ft.	12 $\frac{1}{8}$
Manila, 600 ft.	12 $\frac{7}{8}$
Superior Manila, 650 ft.	13 $\frac{3}{8}$

The company state that the above prices are f. o. b. Fort Wil-

liam, and that they absorb all sales taxes now payable under the present sales tax law. Quantities less than 10,000 pounds are subject to regular quantity discounts. From 10,000 to 24,000 pounds there is a discount of $\frac{1}{8}$ cent; over 24,000 pounds the discount is $\frac{1}{4}$ cent per pound. The cash discount is 5% off net price after the quantity discount has been figured.

In view of the recent advance in the sisal fibre market the International Harvester Co. state that they are not in a position to accept additional sales of Stan-

dard twine on the basis of the above prices, but will quote for future trade a price of 11 $\frac{5}{8}$ cents per pound for the Standard 500 ft. twine with the same quantity and cash discounts as above provided.

Last year's prices as issued by the International organization were as follows:—Standard 500 ft., 11 $\frac{1}{2}$ c.; Standard Manila, 550 ft., 12 $\frac{1}{2}$ c.; Manila, 600 ft., 13 $\frac{1}{2}$ c.; Superior Manila, 650 ft., 14c.

Plymouth Cordage Co.

The schedule of the Plymouth Cordage Co., North Plymouth, Mass., announced by W. G. McMahon, Winnipeg, distributors, is as follows:

Per lb.

Sisal and Standard, 500 ft.	11 $\frac{3}{8}$
Brand N., 550 ft.	12 $\frac{1}{8}$
Brand L., 600 ft.	12 $\frac{7}{8}$
Gold Medal, 650 ft.	13 $\frac{3}{8}$

Above prices are f. o. b. Fort William with the usual discounts for quantity lots of $\frac{1}{8}$ and $\frac{1}{4}$ cent. The cash discount is 5 per cent.

The reduction on Plymouth twine for 1923, as compared with last year, is the same as in the case of International twine.

Hooven & Allison Twines

"Star Brand" binder twine, as manufactured by the Hooven and Allison Co., Xenia, Ohio, is distributed in the Canadian West by the Cockshutt Plow Company through its various branches. The distributors announced the 1923 prices on January 30, these being as follows:

Per lb.

Blue Ribbon, 650 ft.	13 $\frac{3}{8}$
Red Cap, 600 ft.	12 $\frac{7}{8}$
Tiger, 550 ft.	12 $\frac{1}{8}$
Standard, 500 ft.	11 $\frac{3}{8}$

The above prices are f. o. b. Fort William. On lots of 10,000 to 24,000 pounds a discount of $\frac{1}{8}$

cent is given. On orders of 24,000 pounds and over the discount is $\frac{1}{4}$ cent. Cash discount is 5 per cent.

Star brand twine is sold in flat burlap covered bales of 50 lbs. gross weight. It has been sold to farmers in the United States for over 35 years.

"Consumers'" Twines

The Consumers' Cordage Co., Montreal, who have opened branches in the Canadian West, announce their prices for 1923 as follows:

Per lb.

Blue Ribbon, 650 ft.	13 $\frac{3}{8}$
Red Cap, 600 ft.	12 $\frac{7}{8}$
Tiger, 550 ft.	12 $\frac{1}{8}$
Standard, 550 ft.	11 $\frac{3}{8}$

Brantford Cordage Co.

The Brantford Cordage Co. announced their prices for the year on Jan. 19. They are:

Wholesale Prices Per lb.

Gilt Edge, 650 ft.	13 $\frac{3}{8}$
Gold Leaf, 600 ft.	12 $\frac{7}{8}$
Silver Leaf, 550 ft.	12 $\frac{1}{8}$
Maple Leaf, 500 ft.	11 $\frac{5}{8}$

These are payable net Oct. 1, 1923, with cash discount of 5%. Prices are f. o. b. Lake head, with rebate of $\frac{1}{8}$ c per lb. on five tons or over, $\frac{1}{4}$ c per lb. on carloads. The prices include sales tax.

The prices quoted this year are very low in view of the present prices of fibre. In the U. S. prices of the big twine producers are on sisal and standard only, $\frac{1}{2}$ to $\frac{3}{4}$ cent higher than the prison twine prices which are generally low as compared with the regular lines. It is stated that it is doubtful if any previous quotation in the history of the binder twine business represents so small a spread between cost of production and wholesale price as the quotations on sisal and standard.

J. H. Desmond Dead

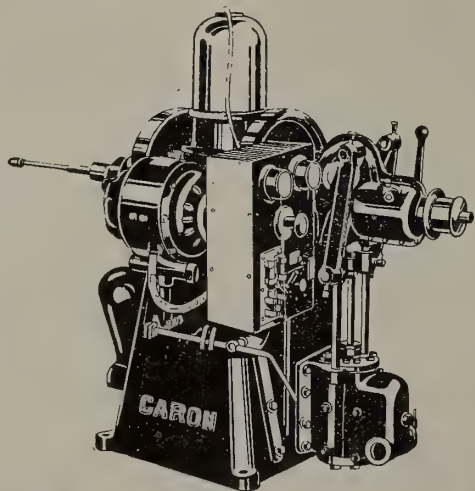
J. H. Desmond, one of the division sales managers of the Hart-Parr Co., Charles City, Iowa, died suddenly on Jan. 6th, at his home in that city. The deceased gentleman was born in Minnesota in 1868. During his career he was associated with the Minneapolis Threshing Machine Co.; Aultman & Taylor Machinery Co.; The Advance-Rumely Co.; The J. I. Case T. M. Co., He joined the Hart-Parr Co. in 1916 as assistant credit manager. Shortly afterward he became Canadian sales manager, with headquarters in Regina. He returned to the head office in 1919, and since then has had charge of sales in Iowa and South Dakota. His many friends in the Canadian West will learn with sorrow of his untimely passing.

WANTED!

LOCAL REPRESENTATIVES

We want to secure active and reliable agents in Western Canada, who have faith in the future of the Farm Lighting, Water & Power business and who realize the sales possibilities of a Plant that is backed by a guarantee of performance and service at a price that means real economy.

The Caron Agency will prove a valuable franchise to those who secure it. The Caron Plant is the easiest selling proposition on the market, and means a good profit to the dealer and satisfaction to the customer.



CARON

LIGHT WATER & POWER PLANT

The Caron Patented Valveless Engine has only 3 moving parts, where others have 27. It is equipped with Pulley for operating grinder, wood saw and other such small machines and can be purchased separately. 700 gallon per hour Water Pump; 1000 Watt Generator and Switchboard; and Friction Separator Drive can be added to Engine as required making a complete Farm Power Unit.

Write now for full particulars of our Agency Proposition

CARON BROS.

INCORPORATED

233-239 BLEURY ST. - MONTREAL

ROTARY ROD WEEDER

We will appreciate inquiries from Dealers who are interested in selling an implement that will take out weeds in summerfallow land. 1923 prices greatly reduced. Over 700 now in use in Western Canada.

Manufactured By

Rotary Rod Weeder
& Mfg. Co.

Cheney, Wash., U.S.A.

Sold in Western Canada by

Northern Machinery Company Limited

CALGARY - - ALBERTA

1
Rigid Frame—will not get out of line—allows easy inspection of all tractor parts.

22
Tractor weight reduced; stronger, more durable construction throughout; improved materials, manufacturing facilities and workmanship.

21
Internal gears on drive wheels better protected; drive wheels adapted for multiple lug arrangement to suit all kinds of soil.

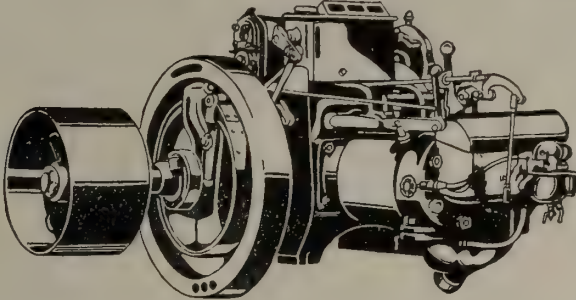
20
Large, roomy platform; ample leg room when seated; plenty of space to move about.

19
Simplified fuel pipe line construction and improved two compartment fuel tank of 23-gallon capacity.

18
More compact, redesigned transmission case—quick inspection and adjustment.

17
Simplified, more efficient Hart Parr Kerosene Shunt and exhaust manifold.

16
Improved vanadium steel exhaust valve springs—the last word in exhaust valve spring construction.



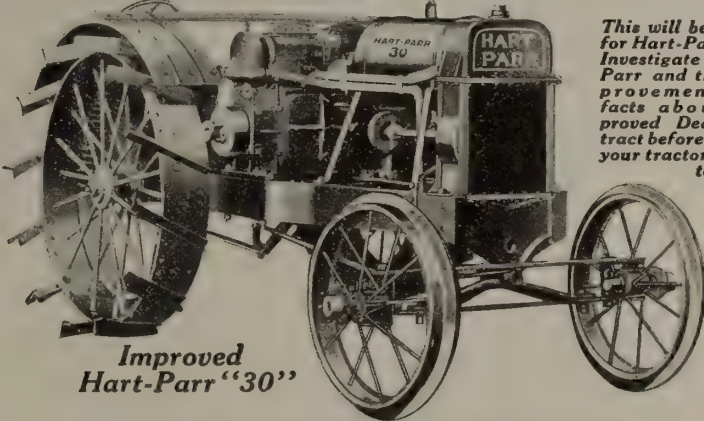
New Hart-Parr Enclosed Motor

One of the 22 Improvements

The first Hart-Parr marked the beginning of the tractor industry. During the ensuing 22 years the Hart-Parr has been steadily improved and standardized—maintaining a rightful and well-merited leadership, and making a profitable line for dealers. Our 22nd Anniversary—with its accumulated experience of 22 years—witnesses a bigger forward step than ever before; the adding of 22 important basic refinements in construction to the proven economy, efficiency and durability of the popular Hart-Parr.

One of these 22 distinctive improvements is the enclosing of the famous kerosene-

burning, surplus-powered Hart-Parr motor. All working parts are now completely protected from dust and dirt. The motor is oiled automatically, oil being pumped by a mechanical oiler to all bearings, and wear on rocker arm, push rod and bearings lessened through lubrication by oil mist. This advanced construction eliminates the usual causes of engine stoppage and consequent delay in the field. The design of the new enclosure is so simple that less than a minute is required to remove it should adjustment be necessary.



Improved Hart-Parr "30"

HART-PARR COMPANY
687 Lawler Street Charles City, Iowa

POWERFUL STURDY KEROSENE TRACTORS

20 HART-PARR 30

FOUNDERS OF TRACTOR INDUSTRY

3
Radiator designed to insure strength, long life, easy cleaning and quick replacement in case of accident.

4
Front axle design improved stronger, more flexible in movement, greater rigidity.

5
Rear axle bearings have larger bearing and thrust surfaces—perfect adjustment of driving gears.

6
All bearings not lubricated by force feed have Alemite Grease Gun fittings. Hand oilers eliminated.

7
Steering assembly improved and strengthened—quicker and easier steering.

8
Improved water pump, fan shaft and friction pulley—adjustments simplified.

9
Gear shift simplified—positive, quick action. Rigid support for lever.

10
Entire clutch mechanism improved and simplified.

11
Improved centrifugal governor accurately controls engine speed—no racing after long usage.

12
Improved intermediate bearing added to differential shaft has many advantages.

13
Improved automatic throttle action—extra durable construction of parts and connections.

14
Motor completely enclosed—only one minute required to remove enclosure for motor adjustments.

15
Push rod and rocker arm assembly enclosed, simplified and means provided for quick, positive adjustment.

Canadian Distributors

John Goodison Thresher Co., Sarnia, Ont.
Hart-Parr Company, Branch, Regina, Sask.
United Engines & Threshers, Calgary, Alta.

SUB-DISTRIBUTOR, SALES AND SERVICE
F. N. McDonald & Co., Ltd., 156 Princess St., Winnipeg, Manitoba.

With the Manufacturers

Fairbanks, Morse & Co., of Chicago, are planning to expand their manufacturing facilities at the Indianapolis plant.

The Gray-Dort Motors have opened a new branch in Ottawa. The new show rooms are well lighted and decorated.

The London Motor Plow Co., Springfield, Ohio, has been placed in the hands of a receiver, John G. Cooley having been appointed to this position.

The Allis-Chalmers Mfg. Co. tractor division announces the opening of its western supervisory office at 610-611 Broker's building, Kansas City.

An inside cup or bucket elevator has been announced by the Portable Elevator Mfg. Co., Bloomington, Ill. It is an all steel, chainless, with but one shaft and two bearings.

The Stover Engine & Mfg. Co., Freeport, Ill., has taken over the marketing of the entire output of Sheldon concrete mixers manufactured by the Sheldon Mfg. Co., Nehow, Neb.

H. B. Rose, chief of the drafting and inspecting department of

the Avery Co., has tendered his resignation and will join the W. W. Sly Mfg. Co., Cleveland, O., as consulting engineer.

Contract was awarded January 16, by the Ford Motor of Canada for the erection of first units of \$1,000,000 assembling plant to be erected at Toronto.

Monarch Tractors, Inc., Watertown, Wis., have announced a new stump puller operated by tractor power. The new machine was demonstrated recently at Wausau, Wis.

The Timken Roller Bearing Sales Service Company of Canton, Ohio, has opened a direct factory branch in St. Louis, at 3300 Locust street. H. D. Branson is manager.

The tractor division of the Allis-Chalmers Mfg. Co., have opened a branch house in Fargo, N. D., in the quarters formerly occupied by the Illinois Thresher Co.

Monarch Tractors, Inc., Watertown, Wis., have gone into overtime production of a six cylinder tractor. The company have spent

a year in developing and perfecting this new model.

The Splittorf Electrical Co., Newark, N. J., announces a new series of inductor-type magnetos. These new models contain many improvements and are made for from one to six cylinder engines.

George L. Dickinson, a director of the Holt Manufacturing Co., died January 20 from a stroke of apoplexy at his home, at Stockton, Cal. He was a former resident of Peoria, Ill.

The University Rotary Soil Cultivator Co., 220 Broadway, New York, recently was incorporated with a capital stock of \$100,000 to manufacture soil cultivating machines.

The Minneapolis Threshing Machine Company, Hopkins, Minn., announce the establishment of a branch house at Indianapolis, Ind., where the complete Minneapolis line will be carried, together with a stock of repairs.

A report from Racine states that during the last quarter of 1922, shipments made by the J. I. Case Plow Works Co. showed an increase of more than 100 per cent. over the shipments of the corresponding period of 1921.

Announcement is made that the Ford Motor Co. has arranged for the purchase of a tract of 167 acres on the Mississippi river in the western part of St. Paul, upon which to erect a \$10,000,000 automobile and tractor plant.

The Port Huron Engine & Thresher Co., Port Huron, Mich., has perfected a new steel model thresher which it is offering to the trade for the season of 1923. This thresher has a 21-inch cylinder and 36-inch rear.

H. Boerschinger has tendered his resignation as manager of the Chicago branch of the Sharples Separator Co. Mr. Boerschinger has been in the employ of the Sharples company for the past fourteen years.

The Worthington Pump & Machinery Corporation, Minneapolis, was burned out at 116 Washington Avenue North, a short time since. Quarters have been reopened at 300 Washington Avenue North.

George W. Perrin has resigned as superintendent of repair service for the Avery Co., Peoria, Ill., to go into business for himself in the state of New York. He has been with the company twelve years.

The Emerson-Brantingham Implement Co., Rockford, Ill., have received an order for over 100 carloads of implements to be shipped during the early months of the year. The order is chiefly for "Osborne" harvesters and mowers.

An order for thirty tractor-hitch drills has been received from Russia by the American Seeding-Machine Co., Springfield, Ohio. This is the first order received from that country in the last nine years, President Frank C. Johnson reports.

The Avery Co., Peoria, Ill., one of the pioneer tractor manufacturers of the country, announces a number of important improvements in the Avery line. These have made for great power, easier operation, longer life and greater versatility.

A comprehensive revision of the standardization schedule for agricultural pumps is under way as result of a meeting of the pump department, U. S. National Association of Farm Equipment Manufacturers, in Chicago, Jan. 19.

L. M. Ward, who recently resigned as secretary and general manager of the Cushman Motor Works, Lincoln, Neb., has become associated with the Collis Co., Clinton, Ia., manufacturer of the Collis engines. Mr. Ward was one of the founders of the Cushman industry.

The Beeman Tractor Co., Minneapolis, Minn., is announcing for 1923 a new model Beeman Multi-Service one-horse tractor, the Model K. The outward appearance of the machine is practically identical with previous Beeman models, as is also the general design.

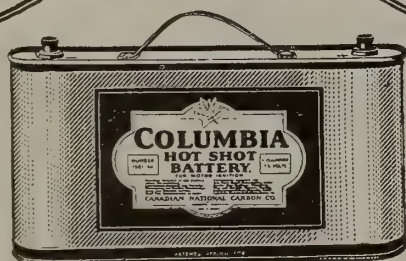
The Ontario Wind Engine & Pump Co., Toronto, have had remarkable success in marketing their new self-oiling windmill. Their sales the past year have greatly exceeded their expectations. All departments of this company's business have been kept busy.

The tractor division of the Allis-Chalmers Mfg. Co., announces the opening of its tractor plant at Milwaukee the beginning of the New Year. The new factory building is now complete and is being occupied. A rearrangement of the tractor division facilities is being carried on.

The Holt Mfg. Co., Peoria, Ill., is offering a very practical accessory in the form of a rotary pump, which can be readily attached to the standard 5-ton Caterpillar tractor. The pump is of special design, compact in size, and is attached to the rear of the tractor in exactly the same position as the power pulley attachment.

In future all the advertising of the Hyatt Roller Bearing Company will be handled by a consolidated advertising department located at the Hyatt factory at Newark, N. J. Philip C. Gunion, for the past four years advertising

Columbia Dry Batteries.

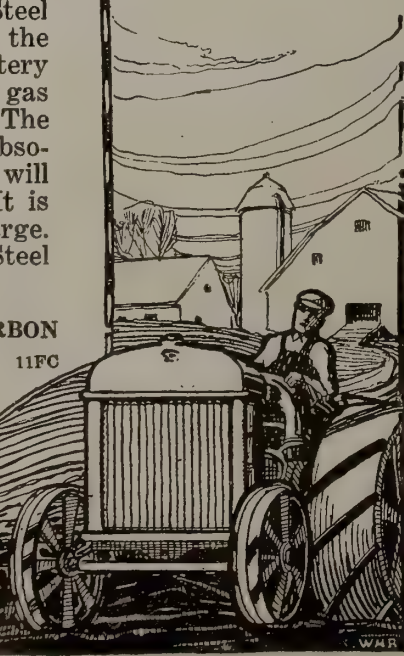


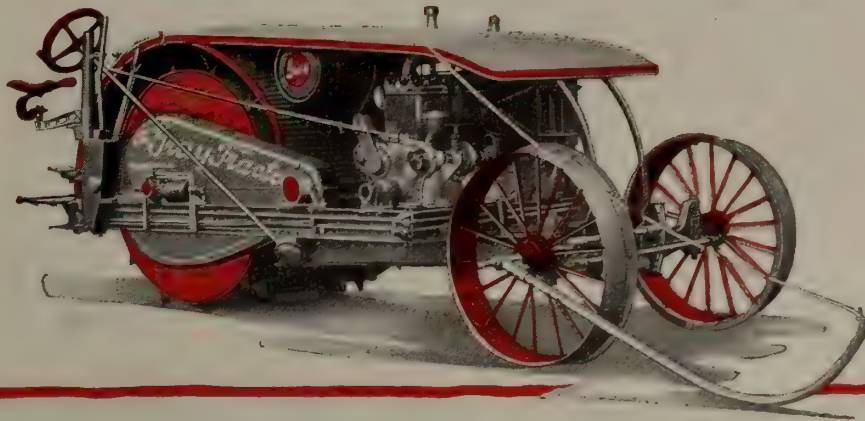
Sold by
Implement,
Hardware,
Electrical
and Auto-
Accessory
Dealers.

THE New Columbia Steel Case Hot Shot is the latest and best battery for sure-fire ignition on gas engines and tractors. The handsome steel case is absolutely waterproof, and will withstand rough usage. It is supplied at no extra charge. Ask for the Columbia Steel Case Hot Shot.

CANADIAN NATIONAL CARBON
CO., LIMITED 11FC

Montreal Toronto
Winnipeg





A Still Better Tractor A Still Bigger Organization

Gray tractors have been so firmly established in their field by more than eight years of completely satisfactory performance. The Gray is a *known* success.

Gray Wide Drum Drive has become indispensable on thousands of farms where other types of tractors could not be made to pay.

The Gray is so supremely well designed and constructed that its economy of operation and upkeep is unbelievable.

Now Gray reputation is going still higher; the Gray is being established still more solidly, by important additions in the management, and by a sound expansion of operations.

These new Gray activities are of interest to every tractor and implement dealer. Find out what Gray is going to do. Write us.

GRAY TRACTOR COMPANY, Inc., Minneapolis

WICHITA, KANSAS—123-125 S. Wichita Street
GRAY TRACTOR COMPANY of Canada, Ltd.
180 Lombard Street Winnipeg, Manitoba

Gray

Wide Drum Drive Tractor

manager of the Industrial Bearings Division of this company, will be in charge of the consolidated department.

The directors of the Renfrew Machinery Company, Limited, Renfrew, Ont., whose plant was destroyed by fire on November 14th, have decided to rebuild at once and they expect to be in operation again some time this month. They will use parts of the old structure which were not destroyed. The capacity of the new plant will be 10,000 truck sales per annum.

The number of United States branch works in Canada is estimated at 675; of which Ontario has 335. Hamilton, Ontario, claims the distinction of having more American industrial capital invested within its limits than any other Canadian city. It has 75 factories which are owned or controlled by United States capital.

The trouble with so many people is they know so much that isn't so.

Canadian Manufacturers Report on Conditions

In a review of the outlook in the implement industry, as reported in "Industrial Canada," the feeling among manufacturers of farm equipment seems to be that another good crop is needed before any genuine improvement can be expected. Prospects are good, however, as a result of the big crop of 1922.

J. E. Davies, of the Alberta Foundry and Machine Co., Medicine Hat, believes the sales out-

look for 1923 more favorable than for years past.

E. N. Ward, of the Canadian Rumely Co., Toronto, looks for no lower prices for 1923, but believes that business will show gradual improvement.

A. G. Watson, of the John Watson Mfg. Co., Ayr, Ont., reports that less business had been done in implement lines, but that truck business showed good improvement. In relation to prices, he said:

"Prices have been well maintained during the year, but are about five per cent. lower now than at the first of the year. With the recent advance in prices of steel products we may have to come back to former level. Selling prices are a little firmer than they have been during the year."

J. O. Thorn, general manager, The Metallic Roofing Company of Canada, Toronto, says:

"Our impression is that business in our line during the coming year should show some improvement over 1922. Our business west of Lake Superior has been showing some improvement."

A. W. White, president of The George White Sons, Co., Ltd., London, Ont., believes that because implements are made under a high wage, short-hour system, an unsatisfactory condition is created. He believes that the farmers' machinery equipment is very much below par, which should mean fairly brisk buying, providing crop conditions warrant it. In 1923 the buying prices of the farmers' produce must be taken into account. The farmer cannot continue paying exorbitant rates on borrowed capital and in amounts owing on farm machinery, and pay high prices for all his requirements, yet sell his product below cost. Dominion and Provincial Governments could do much to inspire confidence by concerted action, says Mr. White. He also contends that at the present there are practically no gas tractors being built in Canada.

The Automobile Business

R. S. McLaughlin, president, General Motors of Canada, Oshawa, stated that the outlook is for enlarged output and distribution in 1923. Export business has been good.

Last year showed a great increase in the number of cars owned, and it is estimated that over 500,000 cars and trucks were registered at the end of 1922. The increase for the year was nearly 70,000 cars. These at an average price of \$1,500, a total amount of business of roughly \$100,000,000,

Show Them How WATERLOO LINES Will Save Time, Labor and Money This Season.

Seven Sizes:

20x36, 24x36, 24x42,
28x42, 32x52, 36x56,
40x62



"Waterloo" Champion Separators

Canada's Foremost Thresher for over 60 years

With our range of sizes the dealer can meet every demand. Their record for fast, clean work, great capacity and efficiency in operation make Waterloo Champion Separators the biggest sales factor you can put behind your business this year. Built for Western requirements they are equipped complete with Wind Stacker, Feeder, Wagon Loader and Register.

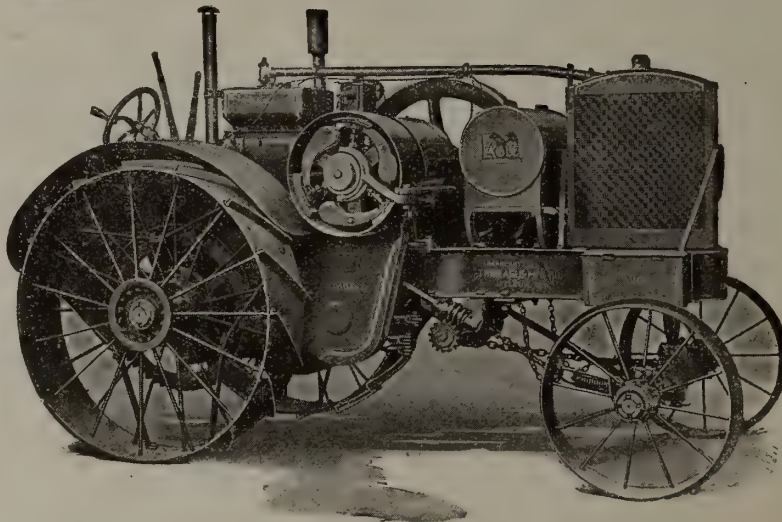
Get Our Attractive Net Prices to Dealers—Now

Eagle Tractors—

Proven, Economical Power

12-22 H.P. 16-30 H.P.

Tractors will sell this year—but on the basis of quality construction and proven earning power. Ask any owner of an Eagle, and he will endorse the trouble-free service it gives at low operating cost. Profits in handling the Eagle are not absorbed by service expense. None better for belt work; note the position of large, wide-faced pulley. Heavy-duty, horizontal twin-cyl. valve-in-head motors. 12-22 is 7x8"; 16-30 is 8x8". Use gasoline or kerosene. Hyatt equipped. Enclosed gearing and auto steering. Let us send you our 1923 sales proposition.



Heider Tractors, at New, Low Prices

Backed by a 15 Years Performance Record.

Made in 12-20 and 9-16 h.p. sizes. Have held their own everywhere for rugged strength, low operating cost and steady service. The patented friction transmission gives seven speeds, forward and reverse, on one motor speed, with single lever control. No gears to strip; 15% to 20% fewer parts.

Rock Island Tractor Tools

Nos. 9 and 12 Rock Island Plows operate perfectly with any tractor. Made in 2, 3 and 4 bottoms; equipped with famous CTX moldboard. The Rock Island No. 38 tractor disc, with independent gangs, is made in 8 and 10-ft. sizes. Ask for prices.

Waterloo Steam Engines

In 16, 18, 22 and 25 H.P. sizes. Economical, easily steamed. Smooth, flexible and reliable power for plowing, threshing and road work. Write for engine catalog and prices.

We manufacture and distribute:—Tractors, Tractor Plows and Discs, Portable and Traction Steam Engines, Separators, Wind Stackers, Baggers, Threshers' Supplies, etc.



Ask for our Sales Offer

The Waterloo Manufacturing Co., Limited

Winnipeg

Portage la Prairie

Regina

Saskatoon.

The Comparative Demand for Cars and Implements

In a recent address to the Iowa Implement Dealers' Association, C. S. Brantingham, president of the Emerson-Brantingham Co., pointed out that despite depression the farm implement and tractor market during 1921, and more particularly in 1922, there was expended in the United States for Ford cars, plus operating expenses, at least \$800,000,000. From 33 1/3 to 40% of this amount, or from \$275,000,000 to \$320,000,000, said Mr. Brantingham, was paid out by farmers for the purchase and operating of Ford cars alone. The purchase and operation of all makes of cars would bring the total up to at least five hundred million dollars. Continuing, the speaker said:

"We believe it safe to say that the expenditures for farm machinery in total was less than \$200,000,000 in each of the years 1921 and 1922. These figures may vary some one way or the other, yet it would appear there has been expended by farmers two dollars for the purchase and operation of automobiles to one dollar for the purchase and operation of farm implements during each of the past two years. At the same time, automobile sales have been made either for cash or paid for mainly within one year, while this has not been the experience with implements. We have never understood why a farmer expects time on his farm implement purchases and to a large extent pays cash for automobiles. Perhaps if we would watch that system closer we would learn something to our advantage. Surely the money required to buy \$100 worth of implements should be easier to raise than \$300 to \$1000 to buy an automobile.

"Let us make it clear that we are not discussing the propriety or lack of propriety of a farmer buying an automobile. We are merely discussing his buying power as evidenced by the purchases he has been making.

"Can a farmer or a mechanic afford to neglect his 'tools of trade,' and thereby decrease his ability to produce as well as reduce his income, in order that he may buy anything less essential that adds to his yearly budget?" The sensible answer would be 'No.'"

There are approximately 6,448,000 farms in the United States on which 503,000,000 acres out of 955 million acres are improved land. In 1920 implement sales in the United States were \$538,000,000. Consequently in that year there was spent for all classes of farm operating equipment an

average of \$83.00 per farm. This is the highest figure in the history of the industry. In 1920 Iowa purchased farm machinery to the value of \$21,000,000. In 1921 and 1922 the market in this state fell to \$6,000,000.

Considering the vital importance of implements, the investment in them in total and for annual replacement is comparatively small, either per farm or per acre, and that a farmer cannot afford to neglect his farm implements, that so completely govern his ability to produce an income at a profit, without suffer-

ing severe losses in so doing. In fact, it should not be difficult to demonstrate that the use of worn-out machinery will cause the farmer a greater yearly loss in cash, through decreased crops, than the average annual investment in keeping his implements up in good condition.

After jazz people may take up music as a fad.

Hot words cause much coolness.

Dad makes up his mind to stay home and Ma makes up her face to go out.

License Fees on English Tractors

According to a recent court decision in England, farm tractors are included under the heading of automobiles in the licensing act. They are, therefore, subject to an annual license fee of \$4.80 per horse power, if they move over the public road from one farm to another. In some parts of Great Britain opposite constructions of the law have been held and farmers are strongly opposed to the licensing of their tractors. In parts of Great Britain Ford license is \$129.60.

Horse & Tractor Implements for the Spring Trade



EVERY season brings opportunities to Massey-Harris Agents for ready sales in seasonable goods. Spring will soon be here. The farmers will be looking forward to getting on the land and will be considering their implement needs. The good crop harvested last Fall helped to restore their buying power. Business should be brisk both in replacements and in additional equipment.

With their complete line, Massey-Harris Agents are in a favorable position to take advantage of all sales opportunities. In Plows, Harrows, Cultivators and Wagons they have a size and style to offer for every need, whether for use with horses or tractors.

Because of its reputation for dependability and good work the market is favorably inclined to the Massey-Harris line and the qualities in Massey-Harris Implements that assure satisfaction to the owner make it easier for the agent to take orders.

Also, the Massey-Harris Organization is equipped and prepared to give rapid, efficient service; a feature appreciated by our farmer friends and recognized by our Agents as an important factor in securing trade.

*For information regarding Representation,
address the Branch nearest you.*

MASSEY-HARRIS CO., Limited

Established 1847—76 Years Ago

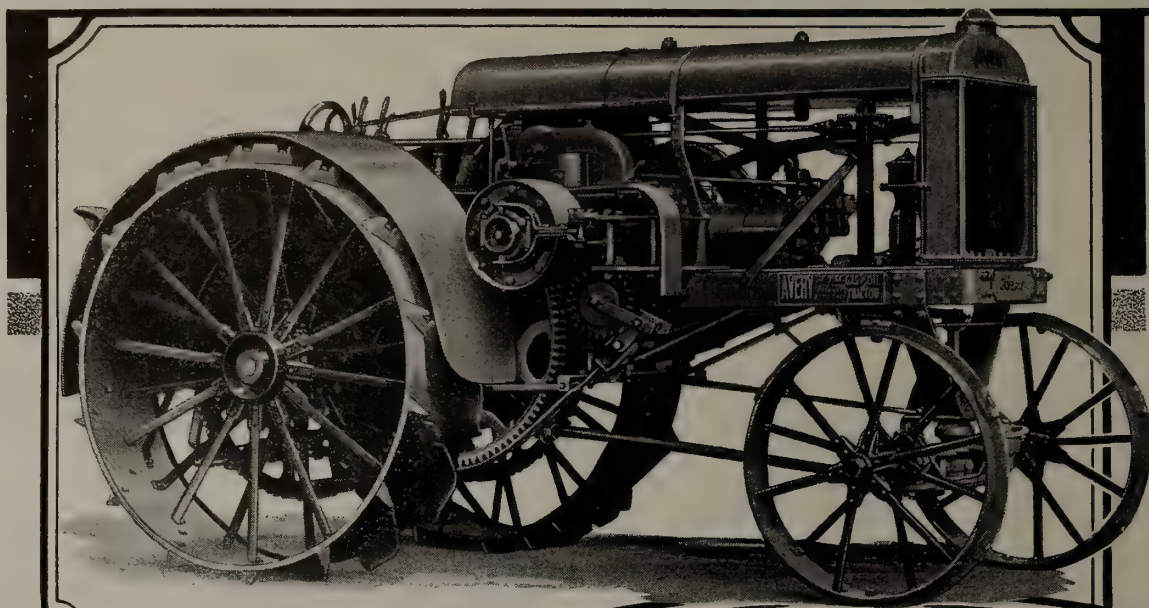
Winnipeg,
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Brandon,
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Swift Current,
Yorkton,
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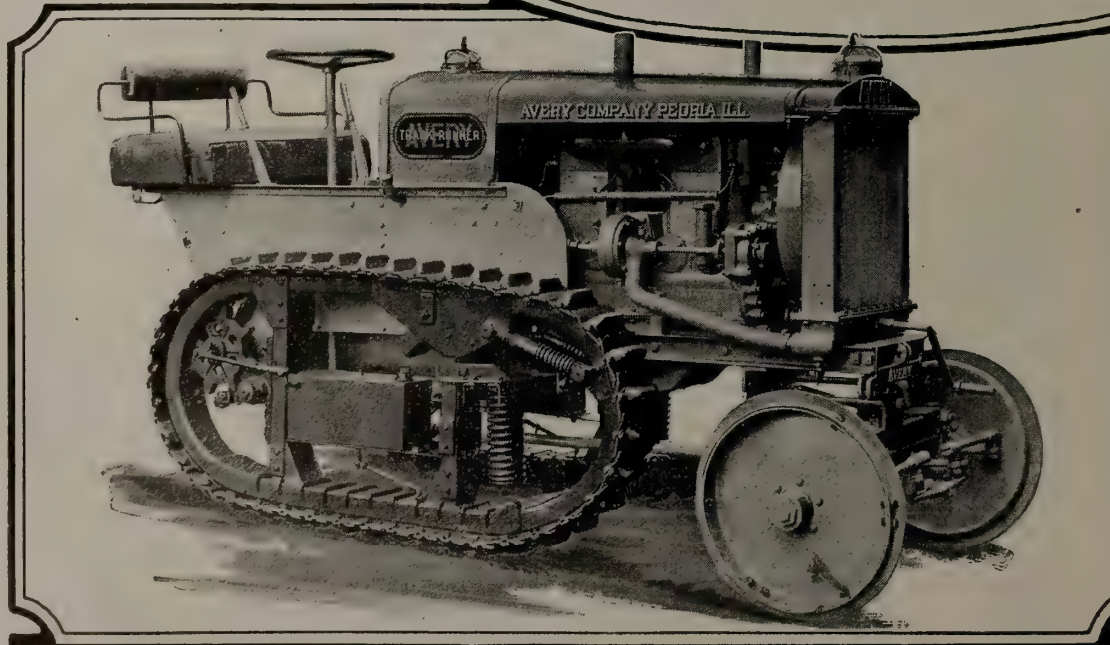
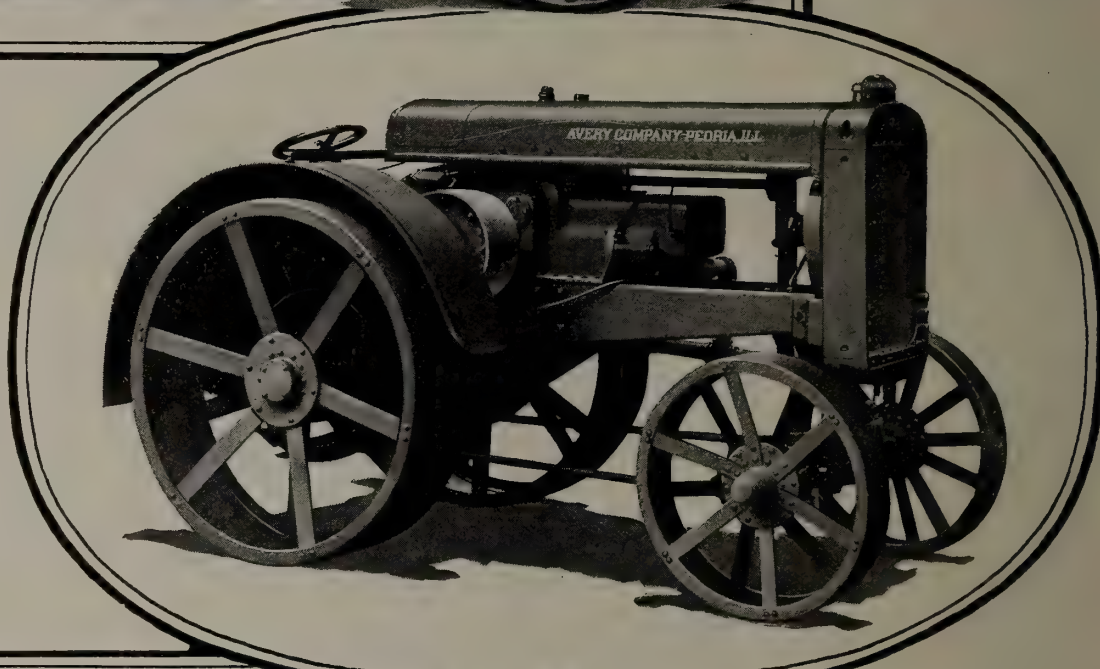
Avery 20-35 H. P. Tractor

Built with all the famous Avery features and new 1923 improvements. Has improved cooling and oiling system, cellular radiator, fan, mechanical lubricator and other new features. Equipped with a more powerful, Avery 4-cylinder horizontal motor, with valves-in-head, renewable inner cylinder walls, kerosene gasifier, adjustable main bearings, etc. Three Avery Tractors, the Avery 20-35, Avery 25-50, and Avery 45-65, H. P. built in this same design.

New Avery 15-H. P. Tractor

The outstanding success of the industry in a wheel tractor.

The only tractor with a two-bearing belt transmission and the only tractor with a two-gear contact draw-bar transmission. All gears cut-steel heat-treated straight spur-gears, on ball bearings. Has four cylinder, horizontal Avery motor with valves-in-head, renewable inner cylinder walls, gasifiers for burning kerosene, ball bearings on crankshaft, etc. All working parts, gears and motor, even valve push rods and rocker arms, enclosed.



Avery Track-Runner Tractor

The finest, most expertly designed track-type of tractor built. Pulls three 14-inch mold-board plows or five disc plows. Drives medium size belt machines. Pulls a 7-foot grader and medium size road levelers and maintainers.

The only tractor with tracks operating on roller bearings. A wonderful success for farming and road-building work. Has four-cylinder powerful motor. Offers a real opportunity to Avery Dealers.

The Greatest Achievement In Tractor History

***A New Wheel Tractor in Three-Plow Size—
Improved Former Models—the Most Complete
Up-to-the-Minute Line—and a Sales Contract
That No Dealer Can Afford to Overlook***

Never before in the history of this or any other company have you been offered the equal of the Avery 1923 line of Motor Farming, Threshing, Hauling and Road-Building Machinery.

Study for a moment the machines shown on these pages. Did you ever before hear of such features provided for an Avery dealer to offer. For example, in the New Avery 15 H. P. Tractor—the only tractor built with a two-bearing crankshaft and two-gear contact transmission—with belt pulley on the end of the crankshaft, and draw-bar pull through straight spur-gears. Yet this is only one of the recent Avery successes.

During the past two years you have seen the coming of the Avery Road-Razer, admittedly the most successful power machine ever built for road maintenance work; the Avery Header-Thresher, the greatest development in a grain saving, time saving and labor saving outfit ever introduced for handling headed grain; the Avery Track-Runner Tractor, with roller bearing track, which surpasses in efficiency any track machine ever known; great improvements in the larger sizes of Avery Tractors; and now, the new 15 H. P. Avery Wheel Tractor—bringing to you hitherto undreamed of sales possibilities in a small size, light weight, highly efficient tractor.

Let Us Send You the New Avery Dealers' Book

The Avery line for 1923 includes many lines within itself. It has a line of Farm Tractors—a line of Threshing Tractors—a line of Road Tractors—a line of Grain Threshers—a line of Tractor Tillage Tools, Motor Trucks, Motor Cultivators, "Road-Razer," Skid Motors and other machinery. All for an Avery dealer to sell under the 1923 Avery contract, made more simplified and with larger discounts.

Our new dealers' book showing all the *new* and *improved* Avery machines will be sent free upon request. Write for it today.

AVERY CO., Factory and Main Office **Peoria, Illinois**

CANADIAN AVERY COMPANY LIMITED

HEAD OFFICE: Winnipeg. **BRANCHES:** Regina Sask.
Edmonton, Alta., New Westminster, B.C.

AVERY

**Tractors, Trucks, Motor Cultivators,
Threshers, Plows, etc.**

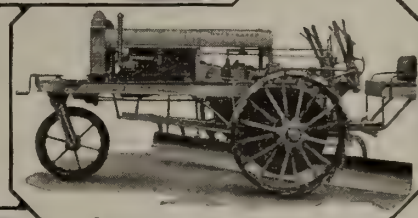
Improved
Avery
25-50 H. P.
Tractor



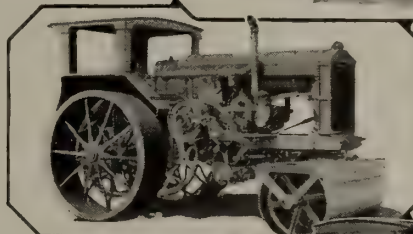
Improved
Avery
45-65 H. P.
Tractor



Improved
Avery
One-Man
"Road-
Razer"



Improved
Avery
25-50 H. P.
Ten-Ton
Road-
Roller-
Tractor



Avery
Motor
Truck



Avery
Grain-Saver
Thresher



Avery
Header-
Thresher



Credit Extension in the Implement Trade

Generally speaking, other interests than the implement industry benefited by the 1922 crops, and others seemed to have had first claim so that collections came after the bank and other interests had been paid.

This condition is very likely to mean that terms in 1923 in connection with the implement business will be shortened, as is proven already by action taken by firms in Alberta.

While the bank may be protecting its depositors, it is up to the dealer to prove himself an efficient business manager, and to safeguard his own interests. This season the dealer should look carefully into his credit risk before he grants credit for machinery, repairs, twine and equipment which he may handle. He should know the financial condition of his customers. If he does not he should find out before extending credit. In cases it will be necessary to tell the customer to obtain his credit from the bank, should the bank have controlled his farm output last season.

It can be safely estimated that the implement industry has over forty million dollars outstanding in the West, and the necessity for close attention to credits was never greater. It is doubtful if any farm machinery manufacturer did much more than break even in 1922, while many did not do even that.

So long as the dealer is easy in extending credit, and the bankers have the idea that the implement manufacturers are prepared to extend credit indefinitely, the local banks will allow the retail dealers to assume the credit burden. It is essential this year that the dealer should know the standing of his customers and he should equal the banker in shrewdness, refusing to extend credit where there is a doubt. Let the bank finance the producer's crop-raising operation. That is their function, not the dealer's.

In connection with the much debated matter of binder twine sales, it will be found that the best solution is to force the business to a cash basis by making such a spread between the time and cash price as to secure cash payment. In the United States the dealers are advocating that all twine be shipped with draft attached to bill of lading, provided a satisfactory reduction in price is made. In this way the dealers aim to eliminate competition from the co-operative buying organizations, and to place the business

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF AND DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

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WINNIPEG, CANADA

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RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, FEBRUARY, 1923

upon a better basis than in the past.

In the Twine Market

The announcements of binder twine prices for 1923 by the various manufacturers will be of interest to the dealers, as it allows them to get after twine business at least six weeks earlier than was the case last season. In this connection the dealer will be able to line up orders which in the past may have gone to direct selling concerns.

To expedite the early placing of orders the dealer has a powerful sales argument in the fact that there is a great possibility of fibre prices advancing. Little fresh planting of sisal has taken place in Yucatan during the past two years, which will be felt in the future when the plants should have been planted in 1921-22 would ordinarily have matured. In Europe outside of Russia the consumption of twine in 1923 will probably be the largest that had taken place since 1913. Large quantities of twine are being made in European mills, so that the heavy fibre demand will very likely have an effect in advancing prices for sisal. Heavy sisal shipments are being made to Europe. Should the Russian market open up, if that country gets back to approximate sanity

the demand for twine will be such that a genuine rush for sisal fibre will ensue.

At no time in the binder twine market in recent years has it been of more importance that the farmer place his twine requirements early so long as the existing prices prevail. Dealers should stress this fact in lining up tonnage for the 1923 crops.

Keeping the Tractor Sold

It will do much to assist the power farming idea if the tractor dealer sees to it that the tractors he has sold are in good condition to start 1923 operations. Winter and early spring servicing of the machines afford the dealer a chance to give the owners more instruction and to have them follow the methods used in overhauling.

The dealer should make a sincere effort to service every machine in his territory between now and spring. He can start out by visiting the different owners and giving their tractors at least a casual examination. He can give owners a rough estimate of what the costs for a complete overhauling will be and arrange to do the work at a time convenient to both. Much of the work done during the crop season on the farm has to be emergency in nature.

Your Repair Department

It is a good policy for the dealer at this time of the year to get his repair department into shape, and to go over his stock and keep it in good condition. Clean out the obsolete parts and lay in adequate supplies of the repairs for which you normally have a demand. Get your bins well arranged and marked, and generally have the repair department in such shape that you will be ready in ample time to go after repair trade and to supply the demand.

If the repairs be stocked now and all arrangements made it will save you time and trouble later when you will have less time to order parts and to clean up and arrange stock. Mark your shelves and price the parts on each bin so that you know at once also your help and the correct charge. In your local advertising ask your customers to place their repair requirements early so that you can give them good service. Point out the foolishness of the farmer waiting until the fields are ready before looking over his implements and sizing up the parts he needs. You can give him better service if he will co-operate in placing repair needs early. Further, if you have your bins in good shape you know what you have on hand and will be prepared to supply him. Should you be out of some line now is the time to find out, not later when the farmer wants the part in a hurry.

By all means overhaul the repair department at this season when you are not busy with implement sales.

In Selling Feed Grinders

Experiences of dealers who have put on demonstrations of feed grinders show that increased business in this line has invariably followed such a policy. Feed grinding is becoming steadily more popular with both stock raisers and dairy farmers. The increased use of grinders is doubtless one of the direct results of tractor and engine power on the farm, and is one of the items which enables the power farmer to extract more profit from his products, and in seasons of close margins may represent the difference between profit and loss.

Don't forget that there's always room for several more at the bottom.

Our idea of a diplomat is a man who can persuade his wife that she looks just as well in cotton stockings.

What of the Buggy?

Many dealers are of the opinion that there will be a good demand for buggies and other vehicles this season. Buggy business last year was very satisfactory, and to profit by the interest in horse drawn vehicles the dealer should use publicity this year. We deplore the decline of wagon and buggy business, but how often do we see a nice buggy, wagon or sleigh displayed on the dealers' floor? It will pay not only to display a buggy or two this spring, but also to talk buggies in your local advertising and to feature the fact that you can supply them to local farmers. The decline in buggy demand was as much due to neglect as to the aggressive merchandising methods of the automobile concerns.

What Farm Machinery Does for Humanity

Without improved farm machinery civilization would suffer. Life would be an eternal struggle

to feed the ever increasing population of the world. Without modern implements the acreage and food production would be enormously lessened.

Productive ability gained through the use of improved machinery has taken amazing strides in the last 70 years. In 1849, the farmer produced but 4.3 bushels of wheat per capita, while at the present time his production is nearly 10 bushels per capita. In 1840, it required 2 hours of one man's time to produce, harvest and thresh a bushel of wheat. Today, to accomplish the same result, but 10 minutes are necessary. Sixty years ago, it required 4½ hours of one man's time to produce a bushel of corn; today, the time required is only 41 minutes. Sixty years ago, it required 35½ hours of man labor to make a ton of hay. Today only 11½ hours are required, and the cost is less than 1-3 of what it was then. Likewise, one might show great savings for the farmer in practically every farm operation.

Business Changes—Personal Items

G. W. Harris is a new automobile dealer at Raymond.

The Service Garage at Smoky Lake was burned out recently.

The Market Square Garage has opened for business at Edmonton.

F. McCoy is closing his harness store at Carstairs.

E. W. Penfold has closed his harness business at Hanley.

H. Ollenberg is the name of a new harness dealer at Morris.

The Central Garage, at Dundurn, has been sold to J. Halland.

W. Tymofichuk is the name of a new implement dealer at Zhoda.

Partnership is dissolved in the Denzil Garage & Machine Co.

The Radiolite Battery Co. Ltd., is a new firm at Regina.

O. Gandy & Sons are a new firm handling cars at Brock.

P. Atkinson is the name of a new car and tractor dealer at Medicine Hat.

E. C. Brehm suffered fire loss recently in his harness business at Rocky Mountain House.

Geo. Dennison has bought out the McIntosh Service Garage at Cardale.

A. J. Bousfield is operating an automobile and tractor repair business at MacGregor.

J. K. Loewen is carrying on an automobile concern at Winkler.

A Ripley has taken over the Union Garage, a repair shop at Indian Head.

E. O. St. Denis has sold out his automobile business at Port Hammond, B.C., to A. R. Kirkland.

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J. R. Graham has discontinued his automobile business at Rice-ton.

K. Brown, an implement dealer at Burdett, reports loss by fire in connection with his business.

James Martin has commenced in the automobile business at Edenwold.

The Whitewood Garage, at Whitewood, has been closed, according to a report.

Partnership has been registered in the Torquay Motor Co., at Torquay.

The business of H. Forman, implement dealer at Hardisty, has been sold out.

Canadian Motors Ltd., is the name of a new concern incorporated at Regina.

Titford & Roberts have commenced in the automobile business at Pense.

C. H. Willsie, an implement dealer at Beaufield, suffered fire loss in his premises recently.

The assets of the Western Truck Body Co., Winnipeg, are advertised for sale by tender.

The Provincial Auto Co. have discontinued their business at Medicine Hat.

G. W. Allan & Co., harness dealers at Chauvin, have sold out in that town to A. E. Scott.

John Turnbull has been registered proprietor of the Western Ignition Service at Regina.

S. Garrett is commencing an automobile and tractor repair shop at Carbon.

Cohoe & Hicks, dealers at Pilot Mound, are stated to have dissolved partnership in that town.

M. E. Hartney is reported to have discontinued his implement business at Waskada.

Partnership is registered in connection with the Dominion Garage, Winnipeg.

Combs & Mitchell are now operating an automobile and tractor repair shop at Deloraine.

F. Greaves has discontinued his auto business at Boissevain. He sold out to G. Taylor.

A. E. Richards is the owner of a new implement business at Swift Current.

A change in ownership is reported in connection with the Wilson Implement Co., Okotoks.

Strain & Prentice have commenced in the harness business at Chamberlain.

James Gibson is manager of a new automobile concern at Carse-land.

J. V. Heaton has been registered proprietor of the Western Machine & Supply Co., Winnipeg.

Smith & Campbell, implement dealers at Melfort, have dissolved partnership.

McLay & McVey have commenced in the automobile business at Rainy River.

T. Anderson has commenced in the auto and tractor repair business at Oyen.

Jenner & Best is the name of a firm handling lighting plants at Fort Qu'Appelle.

L. Jones & Co., implement and hardware dealers at Dinsmore, have sold out their hardware stock to S. Shannon.

W. Cole, manager of the Robt. Bell Engine & Thresher Co., recently returned from a visit to the factory at Seaforth, Ont.

W. N. Robinson, manager of Robinson-Almo Ltd., Winnipeg, recently returned to his desk from a trip to Chicago.

Edwards & King, who carry on several implement stores in Southern Saskatchewan, are to open a branch business at Kendal.

Bates & Gibson, dealers at Gleichen, have dissolved partnership. Hugh Bates continues the business.

The assets of the Magnet Metal & Foundry Co., Winnipeg, have been sold, according to a recent commercial report.

W. H. Ferguson has sold out his implement business at Vegreville to a dealer named J. J. Stanton.

Robt. J. McConnell, manager of a bank at Carman, and formerly a pioneer implement dealer in that town, died recently. He sold out his implement business some ten years ago.

Get Your Spring Repair Orders in Early

NOW is the time to advise your customers to check up their equipment. Tell them to list the parts that need replacement and let you know. Ask them to place orders at once—not when the rush of spring work starts. Their co-operation is necessary if you are to give efficient Repair Service.

Efficient farming cannot be based on use of worn-out or unrepaired machines. Neither will it result when repairs are made on machines not worth the repairing.

Retrenchment on the farms should not mean refraining from purchasing improved machinery. Rather, it should take the form of utilizing every form of modern equipment to assure the largest yield with the minimum amount of expense.

Advertise Your Repair Service

C. W. Airlie has sold out his battery business at Innisfail to an expert named Carter.

L. J. Mumford, manager of the J. I. Case T. M. Co., Winnipeg, recently returned from a visit to the factory, at Racine, Wis.

J. A. Tanner, manager of the Winnipeg branch of the International Harvester Co., recently returned from a visit to the head office at Chicago.

Henry & Walker, dealers at Vulcan, report a good demand for their lines last year. They look forward to satisfactory business in 1923.

Ainsworth & Best, tire and equipment dealers in Saskatoon, have dissolved partnership. The business is now carried on by R. Best.

T. J. Roney, manager of the Winnipeg branch of the Minneapolis Threshing Machine Co., has spent the past month in the United States.

C. Dowling, western manager for the Brantford Cordage Co., Brantford, Ont., spent a couple of weeks visiting dealers in the territory during January.

D. Drehmer, vice-president of the John Deere Plow Co., and manager of the Winnipeg branch, left recently on a visit to the head office at Moline, Ill. Mr. Drehmer has been in indifferent health of late.

The Western Supply & Manfg. Co., Winnipeg, have applied for permission to change the name of the company to the Dominion Bronze & Iron Co. Ltd.

K. Roth, Moosehorn, an implement dealer, is now carrying on a wood and fuel business in connection with his farm machine business.

L. J. Mumford has been appointed authorized agent and attorney for the J. I. Case Threshing Machine Co., in the province of Manitoba.

K. N. Forbes, manager of the Winnipeg branch of the Canadian Fairbanks-Morse Co., reports a marked improvement in demand since the first of the year.

A. Prugh, manager of the Gray Tractor Co. of Canada, Winnipeg, recently visited the head office at Minneapolis, and went east to the leading trade centres in Ontario.

The Radford, Wright, Wilson Co., Winnipeg, lumber dealers and silo manufacturers, have been granted authority to change the name of the company to Radford, Wright Co., Ltd.

Capital of the Automobile Clearing House, Ltd., Saskatoon, has been increased to \$40,000. In the same city the Tractor Co. Ltd., has been taken over by W. H. Briggs.

S. Koch, of the Gilson Products Co., Winnipeg, has resigned his position with that concern. He has left for Eastern Canada, but so far has made no plans for the future.

A. L. Welton, manager of the Gregg Manufacturing Co., Winnipeg, recently returned from a business trip to Regina, Moose Jaw, Calgary and other western points.

In a recent fire at Okotoks more than \$20,000 damage was done by fire to the implement warehouse and garage of the Wilkinson Implement Co. The store and garage were burned to the ground.

C. Lister, O.B.E., head of the Lister organization, made the Winnipeg office of the R. A. Lister Co. of Canada his headquarters during January. He analysed the western Canadian market and made two or three trips to points in the United States.

The Timken Roller Bearing Service and Sales Co. have been granted a license to do business in Manitoba. P. C. Locke, Winnipeg, is appointed legal agent for the company, whose office in Winnipeg, is at 327 St. Marys Ave., W. L. Spain being manager.

An Electric Drive Cream Separator

The manufacturers of "Melotte" cream separators recently placed their new electric drive machine on the British market. The motor is contained in the same case as the gearing, and the whole machine is compact and neatly arranged. It is no larger than the hand-power "Melotte" separator. One outstanding factor in the construction of the power model is that full speed can be attained within a minute of starting-up, while the economy of power is

another good feature. If required, the machine can alternatively be adapted for hand operation when small quantities of milk are to be handled.

McWhinney Heads Empire Organization

H. E. McWhinney who has been prominently connected with the dairy equipment industry for many years, has been made president of the Empire Milking Machine Co., Bloomfield, N. J. The company has made recent large increases in manufacturing facilities, and has good financial resources.

The president of the company is establishing convenient distributing points throughout the country for machines and parts, where full stocks will always be carried. He has also devised a unique plan for helping dealers to finance their milking machine business, which will unquestionably remove one of the principal obstacles in the path of every dealer selling goods running into large price units—and that is the obstacle of financing an increased volume of business.

Consumers' Cordage Co. Enter Western Field

The Consumers' Cordage Co., Montreal and Halifax, announce that they have entered the Western Canadian market for the sale of their line of "Consumers" Twines. The company have appointed J. R. Firth manager of their business for Manitoba and Eastern Saskatchewan. The Consumers' Cordage Co. have offices at 162 Princess Street, Winnipeg.

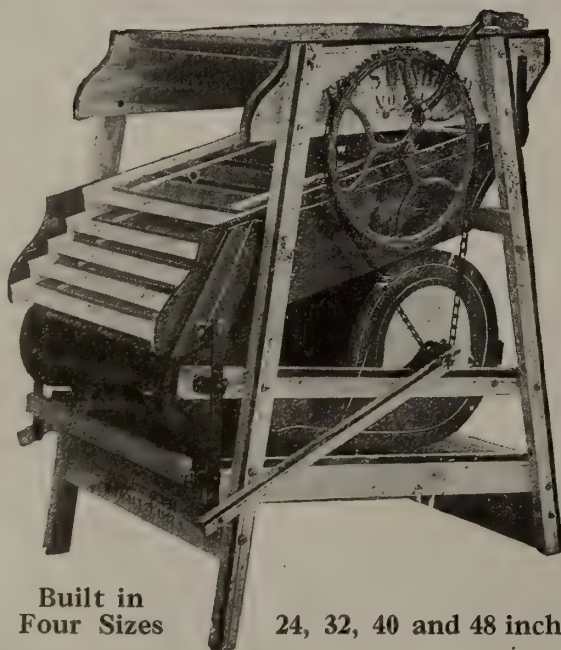
Mr. Firth is well known to the Western trade. For sixteen years he was connected with the western business of the Brantford Cordage Co., for fifteen of which he was western manager for the Brantford organization.

The Consumers Cordage Co. will carry stocks at convenient points throughout the West from which to make rush shipments during the rush season. They aim to give the trade the best service possible. The company point out that their Montreal and Halifax factories, operating respectively since 1825 and 1866, make them the oldest Canadian cordage and binder twine manufacturers. While their institution and product is wholly Canadian and they depend for output mainly upon home trade, their binder twine is extensively sold in Europe, the United States, and South America.

"Consumers" twines are made in four brands.

"STANDARD" FANNING MILLS

Clean the Crop Reducing the Dockage
Raise the Grade and Also the Price



Built in Four Sizes 24, 32, 40 and 48 inch

"Standard" Mills are guaranteed to perfectly separate Wild and Tame Oats from Wheat and Barley. Also clean and grade Wheat, Oats, Barley, Flax, Rye, Timothy, Alfalfa and all grass seeds. They clean and grade more grain in an hour than any other fanning mill made, and DO IT TWICE AS WELL. The "Standard" is an all-purpose, large capacity machine which is meeting the requirements of the most particular farmer and seedsmen. DEALERS:—Don't fail to write us for our special spring terms. The Dealer who gets the "Standard" Agency, gets the mill business. Manufactured by

THE STANDARD FANNING MILL CO.
WINNIPEG - - MAN.

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2½ qt. bags.

Write for Dealers terms and prices. Strictly wholesale.

North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0 Square Head

Entirely New JOHN DEERE MOWER

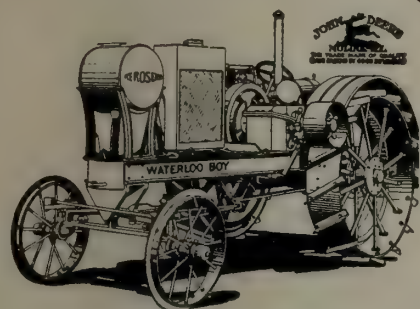
JOHN DEERE MOWERS No. 1 and No. 2 High Lift

SIZES

No. 1 Regular Frame 4½ and 5 feet
No. 2 Big Frame 4½, 5 and 6 feet

The great original of this mower has won high praise from every farmer who has handled it. The latest model features some striking improvements which make it undoubtedly the most efficient and reliable mower on the market.

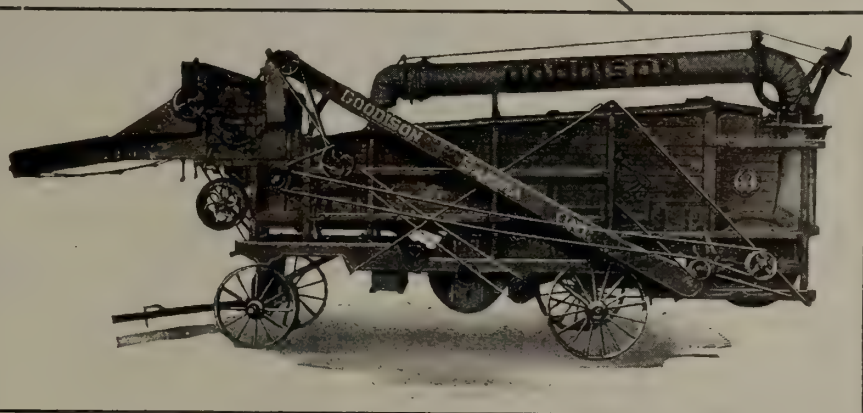
There is no condition on the field it will not fully and instantly meet and it is exceptionally easy to operate, with no undue strain at any point. Simple balanced driving gears give maximum transmission power to knife. The entire gear mechanism consists of but three pieces—the large internal gear, spur and bevel gears cast as one, and the bevel pinion on pitman shaft.



"Waterloo Boy" 12-25 h.p. Kerosene burning Tractor—the biggest of all big successes in farm power for belt work and for plowing—the simplest and the strongest engine made and therefore the engine for guaranteed steady and economical service.

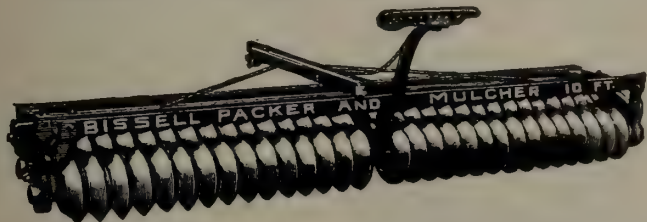
The Goodison Thresher

with gearless stacker and Heineke self feeder, contains every good feature needed for perfect threshing; a perfectly balanced cylinder; teeth that get all the grain without cracking; large concave and grate surface; perfectly constructed straw and grain decks. Get our special "Goodison" literature.



It will be highly interesting and profitable to you to study the illustrated details of this wonderful mower.

Bissell Packer and Mulcher



As a packer and mulcher in any kind of soil "THE BISSELL" remains cock-of-the-walk. The 10-ft. Mulcher-packer is illustrated above—one of the most popular of all packers. If desired, can be converted into a 16-ft. width by the addition of trailing parts. A Bissell Packer is absolutely imperative in the formation of a perfect seed bed. Get our complete "Bissell" literature.

THE JOHN DEERE PLOW CO., LIMITED

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

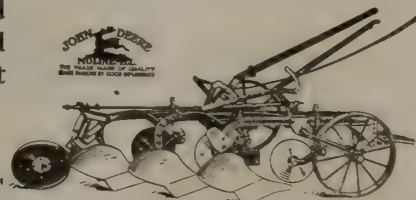
John Deere No. 5 Three-Bottom GANG PLOW

is the ideal "mate" for the "Waterloo Boy" or indeed for any traction outfit. This plow has accumulated a wonderful field record and is a combination of real brains, experience and the finest material that can be built into a plow.

THE
RIGHT

PLOW FOR THE RIGHT TRACTOR

Beams guaranteed not to bend or break. Genuine John Deere Bottoms equipped with quick detachable shares that guarantee clean scouring and long life.



Driving parts are easily accessible. It is not necessary to remove fly wheel to take out crank shaft. It is never necessary to take a John Deere Mower to a blacksmith shop to replace any of the gear or clutch parts. Any boy can do it on the spot and do it quickly.

Cutter Bar is made of the very best material, and to keep the knife in proper relation to guard plates and obtain the best cutting results, the knife has an unusually wide bearing on the hardened steel wearing plates.

A Special Brush or Pea Bar for cowpeas, beans, weeds and light brush can be furnished in 3½ foot size. The guards are designed to be free from clogging and to allow the heavy stalks to bend sideways as they are being cut.

High, Easy Foot lift and extra high lift of bar with Hand Lever. While it is not often necessary to use the hand lever since the John Deere foot lever raises the bar unusually high, conditions do happen when the operator greatly appreciates the advantage of the hand lever.

A New Machine for Harvesting and Threshing

The J. I. Case Threshing Machine Co., Racine, Wis., announce their new prairie type Case combine, a harvester and thresher in one unit. In sections of the country where heading grain can be practiced, the harvester-thresher is a great labor saving device. It simplifies the costly operation of harvesting and shocking the grain, hauling the bundles to a thresher or stack to be threshed later.

This new machine will cut a swath of 12 feet wide at two to three miles per hour, thresh and deliver the cleaned grain ready for market. The improved type of header cuts the grain and conveys it to the thresher, where it is threshed and separated from the straw. The grain is then delivered into a wagon and the straw is evenly distributed on the field, to be turned under by the plow, returning its humus and fertility to the soil.

A special engine of 25 H. P. drives the entire mechanism. The whole unit is simple, of light but strong steel construction and can be pulled with a Case 15-27 tractor or one of similar power. From 8 to 12 horses will handle the machine if a tractor is not available.

The manufacturers state that the Case combine saves labor, as three men can easily do all the work. The machine cuts and threshes the grain as fast as it is pulled over the field. Loss of grain is reduced, and the twine bill eliminated. The combine with its 12-foot cut harvests and

vibrating features. Grain pans collect and bring the chaff and grain from both extremes of the machine to the front end of the lower shoe. A fan and sieve at this point separate the chaff and the grain is then elevated to the upper shoe or recleaner, where cleaning is completed. The tail-

ance of the mechanism eliminating side draft.

Will Assist Farmers to Purchase Silos

At the recent convention of the Retail Lumbermen's Association held in Winnipeg the latter part



The Case Combined Harvester-Thresher in Operation.

threshes from $2\frac{1}{2}$ to 3 acres per hour. The straw is spread and the field ready to plow.

The 12-foot header is adjustable for any height of grain. From the platform the grain is conveyed by two canvases to the feeder house. From there a chain rake takes it to the cylinder. The straw rack is of the sectional type, combining rotary and

ings from the upper shoe are returned to the feeder house for rethreshing.

One man controls the operation of the header-thresher, and an effective governor on the 25 h. p. Case motor gives uniform speed under varying load. A wagon hitch is provided at the side of the machine, the design and bal-

of February, the president announced that a company had been formed in Winnipeg to afford an opportunity to farmers of securing funds to purchase silos.

It was contended by executives of the association that a great deal of the success of the silo movement, and the big sale of silos in recent years, was due to the advertising campaign put on



A Money Making Line of Threshers and Tractors

HUBER TRACTORS and Huber Threshers supply practical outfits for the individual farmer, the neighborhood threshing association and the custom thresherman. They fit into a big active market and make real profits for the dealer.

The Huber Super Four offers a remarkable combination of sufficient belt power for large capacity custom threshing with light weight that enables it to travel on plowed ground without packing. It is an ideal combination with the Superior Thresher.

The Light Four Tractor is a dependable three plow tractor with ample belt power for the Huber Jr. Thresher.

The Superior thresher and Huber Jr., are real threshers with every feature of the larger Huber threshers which are famous for clean threshing, dependability, and durability.

Every item in the line is a remarkable value at the price.

Write for illustrated descriptive matter and dealer proposition

Huber Manufacturing Co., 920 Center St., Marion, Ohio, U.S.A.

Canadian Branch: Brandon, Man.

TRACTORS

Since 1898

HUBER

THRESHERS

Since 1879

by this association. It is estimated that over 800 silos were purchased by Western farmers last year.

The Road-Razer as a Snow Plow

Snow removal equipment is a considerable item of expense in the town and city. Such equipment is only used a few times, then is idle for the rest of the year.

To stop the needless waste of money for seasonal equipment, the Avery Company, of Peoria, Illinois, have put out a special snow blade for their well-known "Road-Razer." This blade consists of a section bolted securely to the top of the regular blade. Thus the cutting edge can cut through hard packed and frozen

4x4 cylinder and operates to develop rated horse power at 800 r.p.m. Weight complete with base and clutch is 230 lbs. Fuel capacity is 1¾ gal., water 1¼ gal., adding about 25 pounds to the weight.

Clean Seed Pays

Between now and spring the farmer will be selecting his seed grain—if he is wise. Upon the quality of the seed depends to a great extent the crop he will have, and it is a sad fact that too often we hear about dockage in fall which need not have been there if the seed had been carefully cleaned and selected in spring.

In one Field Husbandry Department, last spring, average



The Avery "Road Razer" as a Snow Plow

snow, while the wide blade enables the machine to quickly carry large quantities of snow to the curb.

The long blade is swung at a steeper angle so that a clearance of 26 inches is obtained between the blade and the left drive wheel. This enables the machine to handle a full load of snow without clogging.

The beauty of this equipment is that the machine does not lay idle when the ground is free from snow, but can be used for road work every day. It shaves rough surfaces smooth, carrying the dirt from the bumps and ridges into the ruts and holes.

Cushman Unit Power Plants

The Cushman Motor Works, Lincoln, Neb., now have on the market a unit power plant comprising one of their standard 4 h.p. light weight engines, equipped with a radiator, cooling fan and fuel tank. Ignition is by a high tension gear driven magneto. A fly-ball governor and Schebler carburetor are used.

The plant can be supplied with or without subbase and friction clutch pulley. The engine has a

samples of grain used by farmers for seed showed a great need for farmers using the fanning mill and suitable screens for selecting their seed. The majority of the samples of seed wheat received by the department contained 3000 or more wild oats per bushel. Seed oats contained as high as 13,000 wild oats, and seed flax contained over 30,000 weed seeds of seven different species, per bushel. Most of the impurities can be removed from oats, barley and flax, and practically all can be removed from wheat by a good fanning mill and a little time. Dealers should use this argument for seed cleaning and selection in developing an increased demand for their mills.

Car Manufacturers Optimistic

The automobile manufacturers in the U. S. predict a scarcity of new machines for the year. They claim that in 1923 the automobile business will be the biggest in the experience of the industry. One manufacturer says there will be 2,500,000 motor vehicles sold, which is 500,000 more than this year's estimate.



E-B Disc Harrows Are Business Builders

The E-B trademark on a dealer's window is a guarantee of service and fair dealing. For 70 years E-B implements have been giving the utmost in service, because we have always kept quality first in their manufacture. E-B Disc Harrows fully sustain this reputation. Just a few of the features that sell them are:

- Dust-proof bearings, which make lighter draft.
- Exceptionally strong reinforced frame.
- Extreme flexibility enables gangs to cut uniform depth their entire length on uneven ground.
- Sharp hardened steel discs cut stalks perfectly.
- Adjustable disc scrapers keep discs clean.
- Built in 4 to 10-foot sizes, with 16 or 18-inch discs.
- Furnished as single cut or with tandem attachment.

For tractors we make the *No. 70 E-B Power Controlled Disc Harrow*. Operated from the seat of the tractor while outfit moves forward. A single pull on the rope straightens or angles disc gangs. No need to stop or back up. Saves valuable time in the busy season.

The E-B contract offers real profit possibilities. Let us explain it to you, also our 1923 plan of co-operation to build a bigger business for E-B dealers.

Emerson-Brantingham Implement Co.

INCORPORATED

Business Founded 1852 ROCKFORD, ILLINOIS

Branches and Stocks at Saskatoon, Regina and Winnipeg



Tractors Being Sold

In a recent issue of the company's house organ, J. C. Brosnahan, manager of the Brandon branch of the International Harvester Co., points out that in one day his branch billed out nine cars. Dealers show a very live interest in the new McCormick-Deering 15-30 tractor. Within a week or two after this tractor was announced, twenty-two tractors were shipped to farmers in territory served by the Brandon branch. Manager Brosnahan points out that the majority of these sales were to men who had never seen the tractor or even a picture of it. The sales were made within three weeks after the announcement went to dealers. We show a picture of these tractors and the company's threshers leaving the Brandon branch.

Gray Tractor Co. Will Distribute Gilson Line

A. Prugh, manager of the Gray Tractor Co. of Canada, Ltd., Winnipeg, announces that his company have taken over the distribution for Western Canada, of the complete line of the Gilson Mfg. Co., Guelph, Ont. The Gray organization now have Gilson products in stock and are allotting territory to dealers throughout the prairie provinces. The new line will give dealers handling the Gray tractor augmented sales opportunities and goods which are in demand the year around.

Mr. Prugh reports that the following Gilson equipment will be handled by his firm: Gilson stationary and portable "Wizard" farm engines, in 1¾, 3½, 6 and

10 h.p. sizes; Gilson manure spreaders, Gilson cream separators in five sizes, varying from 150 to 900 lbs. capacity. Feed grinders, power sawing outfits, drag saws, saw frames, pump jacks and Gilson ensilage fillers in three sizes, with 10, 13 and 16-inch throat. The latter are equipped with either legs or on two or four wheels, the cutter wheels having 2 or 3 knife designs. Self



Shipment from Brandon Branch of International Harvester Co.

feed rollers are features in this line. Other Gilson products which will be sold by the Gray Tractor Co., are: Hylo silos, in both spruce and yellow pine, with self-adjusting hoops and bevelled moisture-proof jointing. The combined door and ladder design of this silo line is of interest. Gilson barn equipment—feed and litter carriers, steel track, hangers. Steel stalls and stanchions, pens, water bowls, water systems and other lines for the stock raiser will be handled also hay carriers, hay forks, stings, etc.

For winter sales the Gray dealers will have available the Gilson pipeless warm air furnace, which is made in four sizes, with heating capacity running from 14,000 to 60,000 cubic feet. Full information on the Gilson line

can be had from the Gray organization, who will also carry a stock of repairs at their Winnipeg warehouse.

White & Sons Announce Additions to Their 1923 Line

The George White & Sons Co., Brandon, announce that they have added two new models to their line of White All-Work trac-

tors this season. The 14-28 White All-Work is well and favorably known on the West Canadian market, and now the company have available for dealers All-Work tractors in 12-25 h.p., and 20-38 h.p. sizes. In addition they have their line of "Challenge" threshers in six sizes, ranging from 20x36 to 40x66 ins.

The new White All-Work 20-38 tractor will increase the sales scope of the line for White dealers throughout the West. This tractor it is stated fills a need in the farm power field which has so far not been adequately met. In many cases the lighter tractors have not enough power to take care of the farmers' belt power needs for threshing and other heavy belt work. The 20-38 will operate 4 to 5 plows, and will pull a 28, 30, or 32 inch thresher at

full capacity. In spring work, after plowing this tractor will double disc, drill and pack the field in one operation. The light weight, 6500 lbs., in relation to power makes it very economical, while its speed range and short turning qualities make it a very efficient tractor for road work. The four cylinder 5x7 motor using kerosene, is stated to give great reserve power. Ample strength is evident at every point in design, and the construction is very accessible throughout. Detachable cylinder heads, direct driven pulley, an oversize cooling system, friction disc clutch and anti-friction bearings throughout are features in this new model.

Five main bearings are used on the crankshaft. The oiling system is full force feed to main and connecting rod bearings. A Kingston carburetor, high tension ignition and Raybestos lined clutch are noticeable. The 20-38 has 38 h.p. on the power pulley at 900 r.p.m., with provision for three speeds, 1.9, 2.75, and 4.2 miles per hour.

Especially interesting is the remarkable reasonable price quoted on this new tractor, well below the average cost of a machine of this power. The Geo. White & Sons Co., state that its capacity for all farm haulage and belt work with its bigger earning power makes this new tractor a good investment for the farmer who realizes the advisability of ample power. For road work 6-inch extensions are provided for the 14 inch face drive wheels, ample traction being available for an 8 or 10 ft. grader. In general design it follows the construction of the All-Work line which has been very successful and efficient in years of use on the farms of North America.

Cushman Held Annual Meeting

The annual meeting of the Cushman Motor Works, of Lincoln, Neb., was held recently. E. B. Sawyer was re-elected president, and L. C. Chapin succeeds L. M. Ward as vice-president. W. T. Innis continues as secretary-treasurer. The board of directors includes these gentlemen, also E. R. Easterday, vice-president of the First National Bank, Geo. W. Holmes, vice-president of the First Trust Co., and B. A. George of George Bros. Co.

Announcement was made at the meeting that the company will push vigorously its new horizontal engines and its new specialty unit engines along with the farm lighting plant business. President Sawyer looks forward to a successful year.

Stimulate Your Spring Sales by Supplying STAR FITTED PLOWSHARES



Ask for the Latest Lists

The nearest
Jobber
Can Supply
You

JOBBERS IN WESTERN CANADA

Wilkinson-Kompass Ltd.,
Winnipeg

F. G. Wright & Co.,
Winnipeg.

J. H. Ashdown Hardware
Co., Winnipeg, Saskatoon & Calgary.

Western Implements,
Limited, Regina.

Metals Ltd., Calgary &
Edmonton.

Western Canada
Hardware Company,
Lethbridge

There's a Star for Practically Every Plow

Perfect in quality, fit and finish. Made from Soft Centre and No. 2 Star Steels, they fit equally as well as the original share. The dealer has a nice margin on every sale.

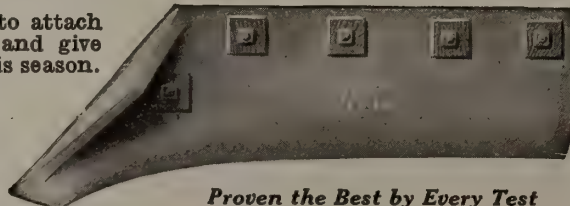


A Reinforced
Landside
Strengthens
the Weld

Finished complete with bolts, ready to attach to the plow. Handle Star Shares and give your customers real repair service this season.

Lay in a Stock Now

A line that means nice cash business, steady sales and repeat orders. Place your requirements and profit by the steady demand.



Proven the Best by Every Test

Star Manufacturing Company
Carpentersville, Ill., U.S.A.

CASE Machines Sell Steadily



Profitable Case outfits like this are at work in thousands of communities—advertising the efficiency of Case machines—each making another outfit easier to sell.



The timeliness and quality of work made possible by Case power farming machinery, creates extra profits for the farmer and therefore, for the dealer.



Over 50,000 Case threshing outfits are now owned by forehanded farmers and threshermen. Could there be a better foundation on which to build future sales?

AFTER the experience of the last year or two this Company faces the future with renewed confidence in its time-tried policies.

All through the past period of depression our machines have sold steadily, proving that there is always a market, in good times and bad, for machinery with a reputation for high quality.

Case Power Farming Machinery enabled many farmers to make money in a time when the making of money was an uncommon experience. Through the experience of these farmers, the advantages and profit making possibilities of Case machinery are more widely known and better appreciated than ever before.

These very gratifying conditions indicate a greater volume of Case sales as the times improve. The tide has already turned. 1923 will be a better year than 1922, both for established Case dealers, and for those who begin now to handle Case Power Farming Machinery.

Through 1923 and then on indefinitely, we shall continue to manufacture only machines of the highest quality, and of such recognized usefulness and dependability, that they cannot help but prove profitable to users.

Our sales organization, increased in efficiency, will continue to assist Case dealers in closing sales.

Our service facilities will be still further extended, to provide for the complete satisfaction of the growing army of Case machine owners.

You can make some money this year if you are in a position to handle a growing business in Case Power Farming Machinery, and will cooperate with us in our constructive program for increased Case sales in 1923.

J. I. Case Threshing Machine Company

(Established 1842)

Dept. B44

Racine

Wisconsin

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon. Saskatchewan—Regina, Saskatoon. Ontario—Toronto.



NOTE: We want the public to know that our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Company.

The New McCormick-Deering 15-30 Tractor

The 15-30 h. p. McCormick-Deering tractor recently announced by the International Harvester Co., has many important and valuable features which will interest the dealer and farmer. Special attention has been given to the engine, which, the company states, is unequalled for high grade construction and long life.

The outstanding feature in the motor of the 15-30 is its ball-bearing crankshaft, being the only tractor, so far as is known, with this innovation. This feature eliminates the need for bearing adjustment, assures long life and reduces frictional power loss to a minimum. The use of ball bearings is due to the fact that the crankshaft has only two main bearings. In the motor easy replacement for all worn parts is provided. The engine casting acts as a frame to support the wearing parts. Removable cylinder sleeves are in evidence, doing away with re-boring and re-fitting with replacement pistons.

A unique and valuable feature of the 15-30 is the one-piece main frame casting, inside of which are the principal working parts, a construction that gives maximum rigidity and strength. This casting also helps form an oil-tight, dust-proof housing in which the transmission, differential and other component parts are enclosed.

The McCormick-Deering 15-30 is regularly furnished with platform, fenders, brakes, adjustable drawbar, throttle governor, air

governor is of fly-ball type, and cleaner and belt pulley. The controls the speed by regulating the fuel to the load. As will be seen the platform is wide and roomy and comfortable, with ample space for the operator.

The fly-ball is exceptionally heavy for a 1-cylinder engine of the size embodied in the design, but it assures more uniform speed and prevents choking down when at belt work.

neto has an impulse starter which furnishes as hot a spark when the engine is cranked slowly as when it is running at full speed. This makes starting easy.

The McCormick-Deering 15-30 tractor has three speeds forward, 2, 3, and 4 miles per hour. It is designed to pull three 14-inch plows on intermediate gear under practically any condition found on Canadian farms. Users report that they plow from 10 to 14 acres

Some of the leading specifications are:

Bore and stroke, $4\frac{1}{2} \times 6$. Speeds, 2, 3 and 4 m. p. h. Engine speed, 1000 r. p. m. Pulley speed, 595 r. p. m. Belt pulley, $16\frac{3}{4} \times 8$ in. Front wheels, 34×6 . Drivers, 50×12 ins. Wheel base, 85 ins. Total length, 133 ins.; width, 65 ins.; height 61 ins. The drawbar has a vertical adjustment of 11 to 21 inches and a horizontal adjustment of 16 inches. The approximate shipping weight of the tractor is 5,500 lbs.

The Bates "40" Tractor

The Bates Machine and Tractor Co., Joliet, Ill., announce their new "40" tractor which embodies several new ideas. This machine has four speeds, varying from $1\frac{7}{10}$ to $5\frac{3}{4}$ miles per hour. This gives a speed range that suits all road work operations. The Bates "40" has over 6500 pounds drawbar pull, according to the manufacturers. It weighs 8500 lbs. and has a crawler traction area of 1680 sq. inches.

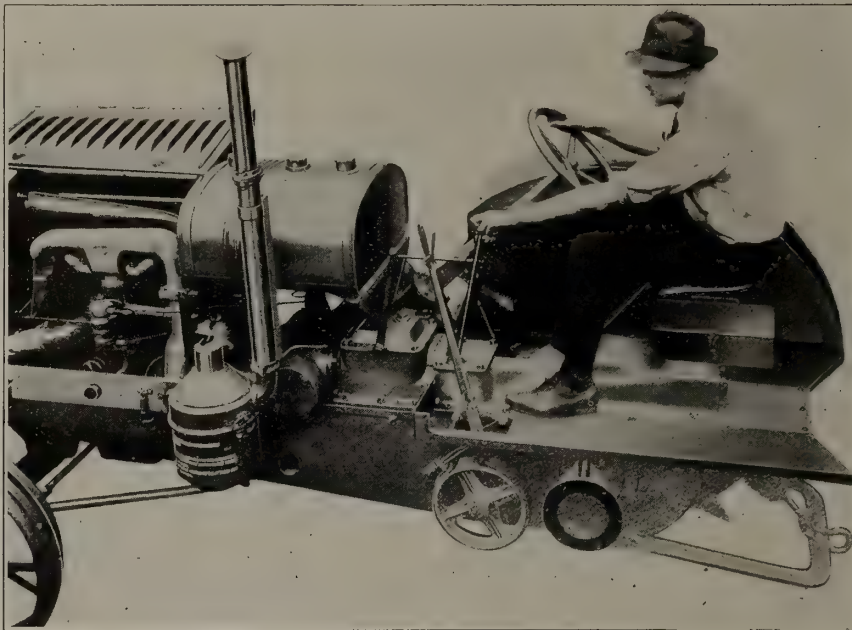
A Midwest motor is used, with Bosch ignition. The steering device actuates either crawler, and brakes are provided for short turning.

The crawler frames are spring mounted and are free to oscillate independently of each other through an oscillating bar pivoted in the center of the tractor. The frames are built of heavy channel steel and are rigidly braced thereby eliminating any chance of misalignment.

Does Canvassing Pay?

At a recent dealers' convention in the U. S., the matter of canvassing was discussed very fully. Opinions varied, some dealers claiming that canvassing had paid well during the past two years. Others reported poor results.

On the other hand, some dealers who had canvassed successfully in pre-war times said they had met with no success during the period of depression. The cost had offset any profit obtained on sales traceable to canvassing. A dealer who spoke with enthusiasm of the results of his canvassing said that he had employed first class salesmen and paid them both salary and commission, and latter applying on sales made in excess of \$2,000 per month. One opinion expressed was that while canvassing often pays individual dealers, universal canvassing, that is, canvassing by all dealers, would merely add to the cost of doing business without sufficient return in the business obtained.



Mechanism of McCormick-Deering 15-30 Tractor.

Auto-type steering is used, and the adjustable drawbar is so designed as to allow short turning. The gear shift system follows the automobile design with the added advantage of a brake to prevent the gears from spinning while being shifted.

The 15-30 is equipped with a high-grade high-tension magneto, the most dependable ignition system ever devised. This mag-

per day with these machines.

This tractor, which is now being sold in the Canadian West, is by no means an experiment nor can it rightly be termed a "new" tractor, inasmuch as many of these machines have been in use for several seasons and they have been marketed in the United States and Canada in considerable quantities during the last two years.

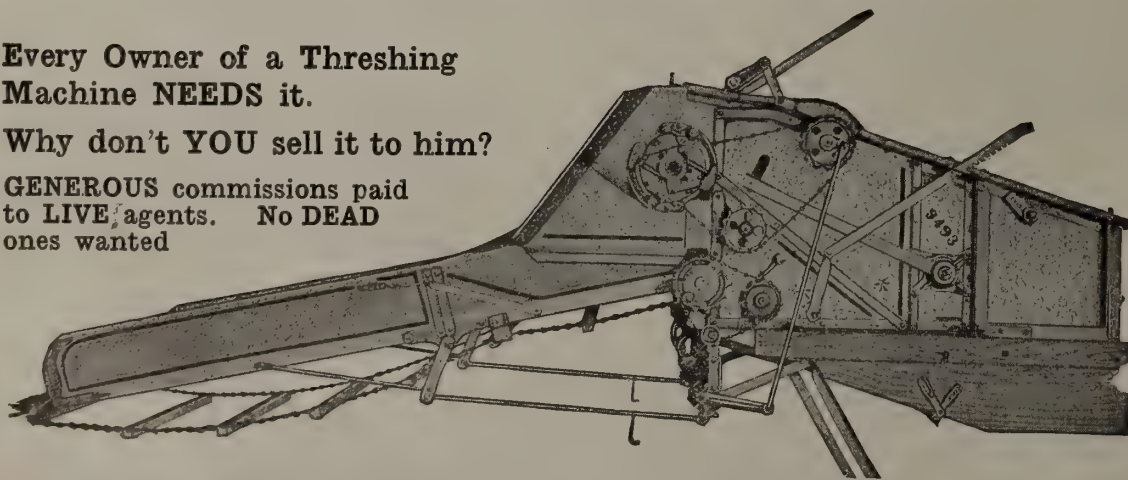
The Famous "GARDEN CITY FEEDER"

The World's Best Band-Cutter and Self-Feeder

Every Owner of a Threshing Machine NEEDS it.

Why don't YOU sell it to him?

GENEROUS commissions paid to LIVE agents. No DEAD ones wanted



ASK ANY OF THE FOLLOWING FIRMS FOR CONTRACT

The GARDEN CITY FEEDER CO. LTD., Regina, Sask.

BRUCE DAVISON CO., Brandon, Man.

GARDINER MACHINE & MOTOR CO., Saskatoon, Sask.

NORTHERN MACHINERY CO. LTD., Calgary, Alta.

MART McMAHON MACHINE CO., Lethbridge, Alta.

WE ALSO SELL THE CASWELL ADJUSTABLE BELT GUIDE

The Greatest Selling Proposition in the Automobile Business

For the man with little money—a car which will compete with the lowest-priced—the sensational Gray.

For the man who wants a good car at a reasonable price—the improved Gray-Dort Four.

For the man who is fussy about appearance—one of the Gray-Dort Specials.

For the man who wants a low-priced closed model—the Gray-Dort Touring Sedan.

For the man who wants outstanding performance and pep—the Gray-Dort Six.

Can't you see the tremendous market now open to the Gray-Dort Dealer?

Can't you see why the best men in the business are seeking the Gray-Dort franchise?

If you are selling automobiles or would like to sell automobiles, write us for details of the Gray-Dort plan.

GRAY-DORT MOTORS LIMITED
CHATHAM, ONT.

New Gray-Dort Six—touring, roadster, sedan, coupe. Improved Gray-Dort Four—standard touring, standard roadster, phaeton touring, oxford roadster, special touring, special roadster, touring sedan, standard sedan, standard coupe, special sedan, special coupe, delivery cars. Sensational Gray—touring, roadster, coach, coupe, sedan.

Improvement in Hart-Parr Tractors

Some of the twenty-two improvements and refinements evident in the Hart-Parr line of tractors for 1923 were recently announced by the company. These refinements and improvements include:

Frame is of 7-in. rolled steel channel—all load supported on channel flanges. Impossible to twist or get out of line. Extreme rigidity between engine and frame has been secured.

Cast iron radiator tank and frame, insuring strength and long life and large cooling capacity.

Front axle design improved and strengthened. Pivot shaft extended allowing greater flexibility of front axle movement. Rear axle bearings improved. Larger bearing and end thrust surfaces.

All bearings not lubricated by force oil feed are equipped with Alemite grease gun fittings.

All bearings made dust proof.

Steering assembly improved and strengthened.

Positive, gear driven water pump on governor shaft running at engine speed. Fan shaft shortened.

Gear shift simplified. Positive acting, quick release, clutch band. Smooth and direct acting, perfectly balanced clutch arm.

Improved centrifugal governor—equipped with ball thrust bearings.

Improved intermediate bearing added to differential shaft insuring rigidity.

Enclosed motor. Valves and valve mechanism enclosed and dust proof; oiled automatically by oil mist from crank case. Push rod and rocker arm assembly enclosed and simplified. Improved Vanadium steel exhaust valve springs.

Improved and simplified Hart-Parr kerosene shunt and exhaust manifold, increasing efficiency.

Transmission case—redesigned—more compact. Entire top quickly removable for inspection or adjustments.

Fuel tank twenty-three gallon capacity. Two compartment construction with compartment for 1½ gallon gasoline in one end for motor starting purposes eliminating extra gasoline tank on fender.

Internal gears on drive wheels protected by a heavier shield rigidly bolted to main frame. Drive wheels adapted to multiple lug arrangement.

Motor Licenses in Saskatchewan

Under the Vehicles Act in Saskatchewan the Government has issued a new scale of fees for January first. The registration registration, which will go in force is according to length of wheel base. We give the length of wheel base and registration fee for the various sizes:

Each motor vehicle with wheel base not exceeding 100 inches,

\$15.00; from 100 to 105 ins., \$17.50; from 105 to 110 ins., \$20.00; from 110 to 115 ins. \$22.50; from 115 to 120 ins. \$25.00; from 120 to 125 ins. \$27.50; from 125 to 130 ins., \$30.00; from 130 to 135 ins. \$32.50. For vehicles with wheel base over 135 inches, \$35.00.

The scale for liverymen's cars and trucks, according to wheel base, runs from \$23.00 to \$43.00. Dealers' licenses for dealers doing business in Regina, Saskatoon and Moose Jaw will be \$40.00; dealers in any other incorporated city in province, \$30.00; dealers in incorporated towns, \$25.00; dealers in villages and any other place in province, \$20.00. The fees for dealers cover one license and number plates for one vehicle only.

Fair Dates for 1923

The annual convention of the managers of the Western Canadian Fairs was held at Calgary recently. A change has been made in connection with the circuit "A" fairs this year. The circuit will open at Brandon, the exhibition in that city starting on July 2nd. Calgary will follow on July 9th, and Edmonton, Saskatoon and Regina will follow in the order named.

Following are the dates for the "B" circuit Fairs for 1923: Yorkton, Sask., July 10, 11, 12, 13 and 14; Melfort, Sask., July 17, 18, 19 and 20; Red Deer, Alta., July 23, 24 and 25; Camrose, Alta., July 26, 27 and 28; Lloydminster, Alta., July 30, 31 and Aug. 1; North Battleford, Sask., Aug. 2, 3 and 4; Prince Albert, Sask., Aug. 7, 8, 9, 10 and 11; Lethbridge, Alta., Aug. 1, 2 and 3.

Dairy Equipment Concern Occupy New Location

Alberta Dairy Supplies, Ltd., whose head office is located at Edmonton, are now located in new premises in Winnipeg, where they have taken office and warehouse space at the corner of Market St. and Princess St. The company are distributors for the Loudon line of equipment, also handle B. L. K. and Page milking machines and cream separators. Another line of interest to dealers is their silos. Mr. Creighton is manager of the Winnipeg branch of the company.

Allege Twine is Short Weight

The executive of the United Farmers of Alberta are asking members of parliament to investigate the alleged shortage of weight which they claim exists in connection with binder twine. It is claimed by the United

Farmers that the gross weight of many of the bales of twine is only 48 lbs. when it should be 50 lbs. net weight. Even with wrapping, it is claimed that many of the bundles only weigh 48 lbs.

Suggested Amendment to Act

It is reported that an attempt is being made in the Saskatchewan Legislature to alter the Farm Implement Act in that province. It is proposed that Form "A," in connection with the sale of implements, be altered so as to give the farmer claim for damages in connection with machines which are held not to have lived up to warranty.

As Artemus Ward once said, "We are governed too much."

Good Separators a Profitable Investment

The sooner all worn-out and patched up cream separators are replaced the better, according to the president of the De Laval organization. This is because many of the cream separators now in use are wasting enough butter-fat to pay for a new separator in less than six months. It has been estimated that there is enough butter-fat being wasted yearly by inferior and imperfect cream separators to pay for the output of several separator factories. This simply emphasizes the fact that a good cream separator really does not cost its owner anything. It never did and never will.

The sooner merchants and bankers come to realize that the more people they can get into the dairy business in their respective communities, even in a small way, the sooner prosperity will return to them, because the minute one starts using a cream separator or milker, he has something to sell for cash every day in the year.

Manager of Viking Organization Visits West

O. W. Ohlson, manager of the Swedish Separator Co., Montreal, recently paid a visit to Winnipeg, calling upon the jobbers in the city. He states that European conditions have vitally affected the demand from their factories in Sweden, but that the demand in America is well maintained. Mr. Ohlson believes that the conditions following the 1922 prices for grain in the West should lead to a great increased interest in dairying and mixed farming on the part of farmers in the Prairie Provinces.

The more you do the more you'll get to do.

Sell "Bull Dog" Fanning Mills

Clean and Graded Seed Grain Means Bigger Crops and Better Prices.

No better Mills are made for seed selection or cleaning grain for market. Five sizes, 24, 32, 40, 48 and 64-inch. Capacities from 25 to 1,000 Bushels per hour. We can make prompt delivery of all sizes.



The New Improved 40-Inch BULLDOG with Power Attachment and Wagon Box Elevator

Dealers: Place Your Spring Requirements

There is a BULL DOG to meet every farm demand. Show your customers the profits in proper seed selection, and in cleaning their crops for market. They lose millions in paying freight on dockage, and give away valuable feed. No mill equals the New Improved BULL DOG for efficiency. Its cleaning results have never been duplicated.

Get our prices on the Bull Dog Smut Cleaner. Pickles the grain perfectly. Treats oats and barley as well as wheat.

THE TWIN CITY SEPARATOR CO., Ltd.

QUELCH STREET - - - WINNIPEG, MAN



"... had it not been for the 'Red Baby,' our volume of business would have been thousands of dollars below what it was.

"One day with the 'Red Baby' we sold, delivered, and put to work three No. 3 Primrose Cream Separators, and had our customers thoroughly satisfied before we took settlement.

"... on the same trip we took orders for two McCormick 7 ft. binders and one 9 ft. International cultivator, all of which we afterwards delivered with the 'Red Baby.'

"Another place where the 'Red Baby' made us money was in the sale of *seven binders* in a district thirty miles southeast, which would otherwise have been purchased elsewhere."

These statements made by Smith & Campbell, of Melfort, Sask., are typical of the letters received from many enthusiastic "Red Baby" dealers. Each one tells of new customers and additional sales made possible by the "Red Baby."

This year many more McCormick-Deering dealers will adopt the "Red Baby." You will do well to add your name to the list. For details, talk to the blockman or write to your nearest branch house. Make this year a bigger year—via the "Red Baby".

INTERNATIONAL HARVESTER COMPANY

OF CANADA, LTD.

HAMILTON

CANADA

"RED BABY"

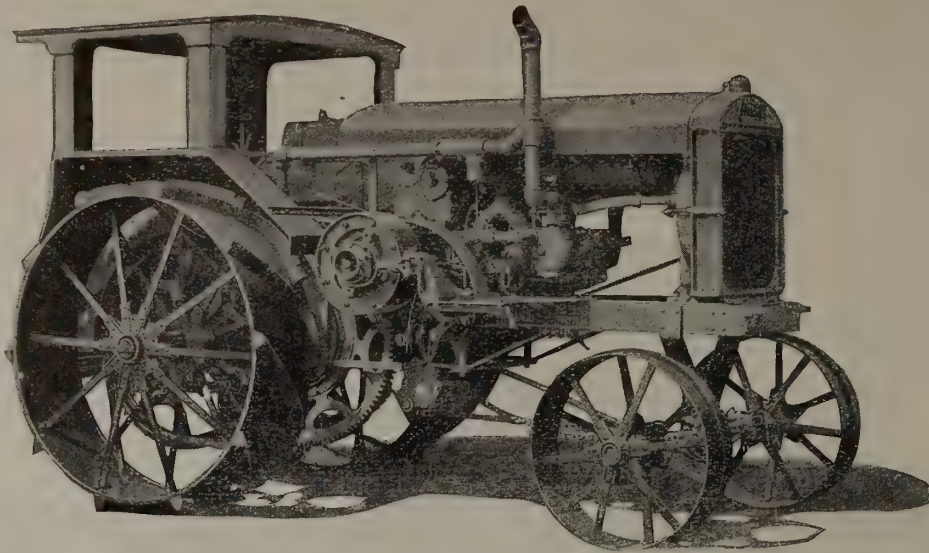
SALES AND SERVICE

South Africa Produces First Plow

The first plow to be manufactured in South Africa was recently demonstrated by Stott & Co., of Johannesburg. It is a 3-furrow disk plow and is called the Best-er. Small disks are placed in front of the larger ones, to aid in the pulverization of the soil and to ease the severe strain on the larger disks, which is caused by plowing to a depth of 18 inches in the heavy soils of the country.

The Improved Avery 25-50 Tractor

For years the 25-50 h. p. size tractor has proved popular for threshing, road work and general farm work. The Avery Company announce their new 25-50 h. p. tractor, which drives a 32x54 inch thresher with all attachments, handles a 10-ft. road grader, and pulls six 14-inch plows or twelve disc plows. This model has a new cooling system, with cellular radiator, pump and fans, also Madison-Kipp lubrication. The four-cylinder horizontal Avery motor is now 6½-in. bore x 8-in. stroke. It also has the usual Avery features, valves-in-head, renewable inner cylinder walls,



centrifugal gasifiers for burning kerosene, adjustable main crankshaft bearings, extra strong crankshaft. It also has the well-known Avery "direct-drive," transmission with the belt pulley on the end of the crankshaft and the drawbar pull through all straight spur gears.

Threshers in Holland

In Holland fully 75 per cent. of the farms range from 2½ to 50 acres in size, so the number of large threshers used is limited. Dutch thresher factories make a

machine which is designed to preserve so far as possible, the length of the straw, which is used in large quantities in the extensively developed straw-board industry of the country. This is effected by providing the machine with a threshing drum and mantle of larger proportions than usual, so as to effect a minimum of breakage in the straw. A system of double straw shakers, operated on different gears, serves to collect all the grain before the straw finally passes out of the machine. The Dutch threshing

machines are manufactured both for motor power and for operation with a horse treadmill.

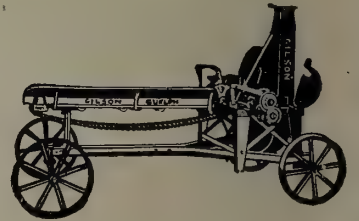
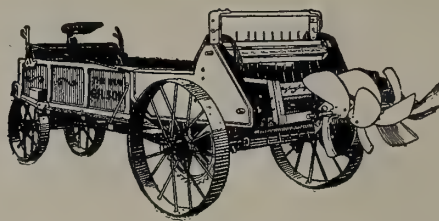
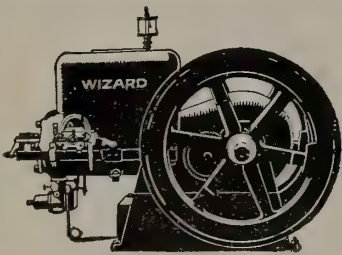
A New British Tractor

The Saunderson Tractor and Implement Co., Bedford, England, have placed their new super light weight tractor upon the market. This is a compact, four-wheel machine, which is fully guaranteed for three years. It is selling in England for \$916.00. It is rated at 20 B. h. p., giving about 12 h. p. at the drawbar.

THE IMPROVED AVERY 25-50 TRACTOR

Some of the features in the tractor are:

Height, 4 ft. 4in.; width, 4 ft., wheel centres, 6 ft. 10½ in.; rear wheels, 42 in. in dia., and 8 in. wide; front wheels, 27 in. by 5 in. The turning radius is 12 ft., so that the entire outfit occupies a relatively small compass. Moreover, it weighs only 3024 lbs., and as it has excellent load distribution and wide bearing surfaces there is minimum soil pressure. It is fitted with magneto ignition having impulse starter, and one



The Well Known GILSON LINE Now Distributed in Western Canada by The GRAY ORGANIZATION

Gilson Equipment includes lines which assure the Dealer Sales from January to December. Get this Agency which will assure you increased business and nice net profits.

Get the Contract for this High-Grade Line of:

Engines
Cream Separators
Grinders

Ensilage Cutters
Manure Spreaders
Pipeless Furnace

Silo Fillers
Barn Equipment
Sawing Outfits

It offers dealers a wide range of merchandise. Now is the time to reserve YOUR territory.

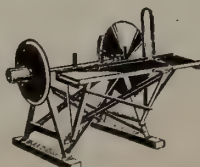
The Gray Contract Now is a Big Money-Making Opportunity. Write us for Particulars.

GRAY TRACTOR COMPANY of CANADA, LIMITED

OFFICE AND SHOW ROOMS

180 Lombard Street

Winnipeg, Man.



of the features of the special paraffin vaporiser is quick heating, so that the preliminary start-up on petrol is a very brief operation. High temperatures, water injection and destruction of the cylinder lubricating oil are avoided. With the engine unit there is the gear box, the two forming a novel composite construction. The drive is taken from the engine by spur gearing to the gear box, and then there is a new type of straight-through drive. The bevel type of differential and the live axle fittings have all disappeared, and a much more simple arrangement is used.

Canada's Implement Imports

For the twelve months ending December, 1922, Canada imported farm implements to the value of \$7,732,217. In 1921 the imports of implements were valued at \$10,162,935, and in 1920 at \$25,197,202. In 1922 we imported 49,989,163 pounds of binder twine, compared with 46,780,020 pounds of twine in 1921. The imports of engines and boilers, which includes tractors, in 1922 were valued at \$6,366,468, as compared with \$4,823,092 in 1921. Last year we imported 10,705 automobiles valued at \$11,516,715, and 886 auto trucks valued at \$1,643,738.

In view of what implement mean to the farmer, it is hard to understand the steady criticism of implement prices. Fifty years ago over 80 per cent. of our population lived on the farm, and they barely produced enough food to take care of the inhabitants of the ordinary one, an easily made change, and again the engine ran quite well. Other tests show that semi-Diesel engines, either two or four-cycle, have no difficulty in using palm oil. Starting-up can be made from cold without the use of petrol, there is no carbonisation—or, at most, only very little—and clear exhaust gases are emitted. Water

injection has been found to be necessary nor desirable.

German Implements Higher in Price

The cartel of the German agricultural-machine industry has increased prices 100 per cent. on an average since September 15, 1922. There has been no evidence of a decreased domestic demand, and all factories have orders which it will take months to fill. The cartel considers that the outlook for the export trade in its products is good.

The manufacturers complain of the export tax and the shortage of raw material. It is alleged that the supply of material is far from sufficient. Although sales were still proceeding at the end

of 1922 as a result of old orders, there had been a considerable falling off. Prices have risen to 280 times those of pre-war days, and with further increases in prospect a further falling off in home orders is to be expected.

Weight and Value

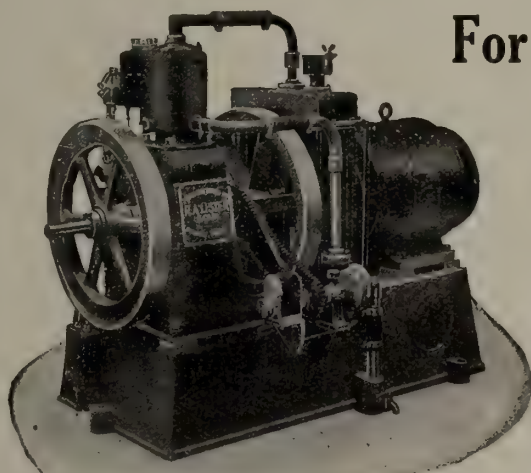
Probably nothing is sold to the farmer as cheaply at the present time as a type of car that is generally acceded to dominate the cheap car field. Yet this car—you know its name—brings the manufacturer over 28 cents a pound weight, even at present prices. Many farm tractors today are sold at 11 cents to 12 cents a pound, which is less than the weight-price per pound of a common bath-tub.

If the farmer would appreciate how low is the price of agricultural implements as compared with practically everything else he purchases, the industry would receive better treatment at the farmers' hands.

M.O. House Prospers

Despite present conditions a Chicago report shows that Montgomery Ward & Co., the Chicago department store and mail order concern, will show a net profit of over \$4,000,000 for 1922. The number of mail orders received in October was 2,300,000 in excess of the October 1921 volume.

You can't explain anything you don't understand.



For Volume and Satisfactory Sales LISTER-BRUSTON Automatic Power & Light Plants

A British-built, direct-coupled, radiator cooled plant which cannot be equalled for service and simplicity. There is a range of sizes for every prospect—farm use, stores, halls, schools or churches. It starts and stops itself—you simply switch on the light.

From 40 to 1000 Light Capacity

Operated by the famous "Lister" vertical, single cyl. engine with automatic lubrication, high tension ignition and special pump-fed carburetor. Shunt-wound dynamo has automatic ring lubrication. The whole plant is arranged on a substantial cast iron base. No special foundation required—no troublesome batteries. Economical to operate, absolutely dependable. Switchboard is mounted on a special frame. A self-contained set that takes very little room. Ask for prices on our various sizes—and get the agency.

Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs.
World Famous — Over a Million now in Use

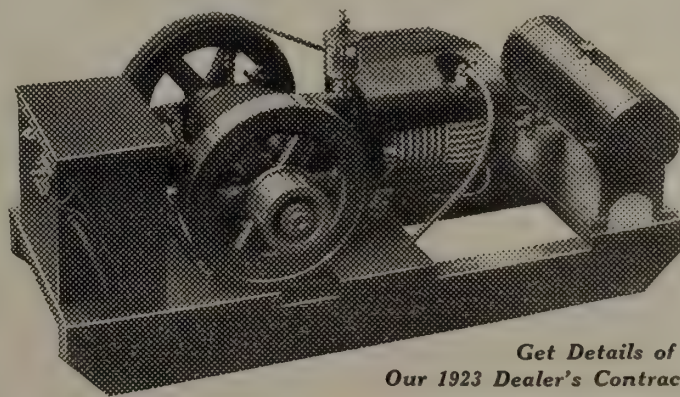
The King of Cream Separators, it has led for over 30 years. The original self-balancing bowl skims to a trade. Built to give years of service; easily driven and easily cleaned. Over 100,000 Melotte owners in Canada alone. Sold on easy terms at new, attractive prices. Handle the Melotte and you can dominate the separator trade in your territory.

1 H.P. Pumping Engines at \$59.00

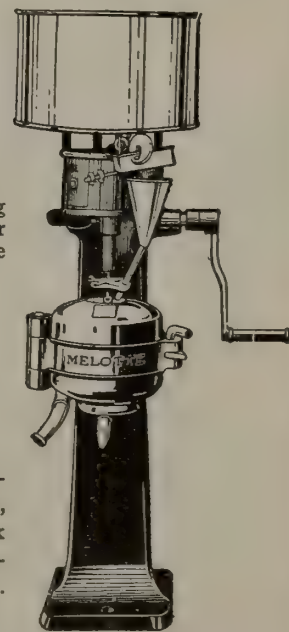
Assure a Demand at this Retail Price

A sturdy, dependable and economical air-cooled engine at a price that assures business. Delivers steady power; just the right size for pumping,

operating cream separator, etc. Four-cycle, 3x3 ins. Jump-spark ignition. Sold complete, skid-mounted. Weight only 155 lbs.



Get Details of
Our 1923 Dealer's Contract



THE LISTER LINE INCLUDES

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Separators, Milk Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man.

Toronto, Ont.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The **STOVEL CO. Ltd.**
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

J. J. S., Alta. — Nichols & Shepard threshers are handled in Alberta by the Northern Machinery Co., 613 8th Ave., Calgary.

J. B., Alta. — Hanger castings for a sulky plow, marked D125 and D1 are, we believe, for a Hapgood plow. Parts are no longer available.

A. D. S., B.C. — Repairs for the "Winona" farm wagon can be had only from the manufacturers, the Winona Wagon Company, Winona, Minn.

V. O., Alta. — Disc harrow with parts DH 86, 87 and 89 is a Janesville harrow. Are the other parts marked H.D. or is this incorrect? If on the same disc, and all marks DH, you can get parts from the John Watson Manufacturing Co., Winnipeg. If H.D., this is part marking for a harrow made by the Roderick Lean Manufacturing Co., Mansfield, Ohio.

G. G., Man. — Parts for the Sattley plow can be had from the Racine-Sattley Co., Springfield, Ill. Repairs for a Nilson tractor are carried by the Happy Farmer Tractor Co., Winnipeg. Parts for a Stickney engine can be had from the Ontario Wind Engine & Pump Co., Regina.

T. & N., Sask. — You can get repairs for the Judson farm engine from the Manitoba Jobbing Co., 921 Main St., Winnipeg.

A. L., Sask. — The "Acme" harrow is handled by the John Deere Plow Co. For parts address the Regina branch of the company.

H. B., Sask. — Parts for the "Sunbeam Oak" range can be had from the McClary Manufacturing Co., Winnipeg. Repairs for the Judson "Royal" range may be had by addressing the Wingold Furniture Co., 181 Market St., Winnipeg. One make of "Regal" range is handled by the T. Eaton Co.

F. R. S., Alta. — For parts of a "Regal" range No. 9-20E address the Wingold Furniture Co., 181 Market St., Winnipeg.

B. & Son., Alta. — You can get no parts for the Thomas seeder in the Canadian West. Write direct to the makers, the Thomas Manufacturing Co., Springfield, Ohio.

M. Bros., Sask. — You can get parts for battery ignition for a Judson 1 h.p. engine from the Manitoba Jobbing Co., 921 Main St., Winnipeg. If they have not specific part you need the T. Eaton Co., Winnipeg, have duplicate parts that will suit.

M. F. N., B.C. — You can get prices on McLaughlin buggies from F. N. McDonald & Co., 156 Princess St., Winnipeg.

W. A. H., Sask. — Part N58 is for a Fuller & Johnson engine. They do not make a 2 1/4 h.p. model, however. Is the size given correct? The line is handled by the J. H. Ashdown Hardware Co., Winnipeg, who are writing you on the matter.

C. P. Co., Man. — The Boggs potato sorter is manufactured by the Boggs Potato Grader Co., Atlanta, N. Y.

H. R. Man. — Parts for the "Sheldon" farm engine can be had from the makers, the Sheldon Engine & Sales Co., Waterloo, Iowa.

D. H. S., Alta. — In connection with securing patent for your wrench, we advise you to write Fetherstonough & Co., 36 Canada Life Building, Winnipeg.

W. J. F., Sask. — There are now no repairs available for a Paris grinder. The line is obsolete as the makers went out of business years ago.

L. & M., Sask. — The "Tor" cream separator is handled by the Tor Separator Co., 804 Paris Building. The "Magnet" separator is made by the Petrie Manufacturing Co., Hamilton, Ont.

R. W. Q., Sask. — We do not know any firm handling "Hawkeye" products. Is this an accessory line or a thresher feeder. If accessories, do you mean the firm named Hawkey & Co., 242 Main Street, Winnipeg.

G. & D., Sask. — For parts for the "Superior" grain drill write the Canadian Oliver Chilled Plow Works, 45 Notre Dame East, Winnipeg.

C. B., Man. — Repairs for a "Cyphers" incubator can be had from the manufacturers, the Cyphers Incubator Co., Buffalo, N.Y.

F. P., Man. — We understand that you can get information on the Parker tractor safety hitch from J. Machray of the Standard Shipping Co., 6th Floor, Grain Exchange, Winnipeg.

D. C., Man. — For information on one-horse tread-mills write to Matthew Moody & Sons, Terrebonne, Que.

W. & J., Sask. — Our records show no make of diamond drag harrow with clip casting marked O 93. Can any reader identify this harrow?

H. A., Man. — There are now no repairs available for a Hancock disc plow

in Canada. You may be able to get a part to suit from the Long & Allstatter Co., Hamilton, Ohio, who made the "Hamilton - Hancock" plow. Repairs for Reeves threshers can be had from the Regina Branch of the Emerson-Brantingham Implement Co., Regina, Sask. There are two makes of "Cyclone" hand seeders made, one by the Cyclone Seeder Co., Urbana, Ind., the other by the Peoria Drill & Seeder Co., Peoria, Ill. Cyphers incubators can be had from the makers, the Cyphers Incubator Co., Buffalo, N. Y. We cannot locate the maker of a disc harrow with boxings AV or VA 8 1/2. Can any subscriber identify this harrow.

G. G., Man. — Repairs for the "Liberty" grain blower can only be had from the manufacturers, the Link Manufacturing Co., Portage la Prairie, Man.

A. H., Sask. — Plow bushing Z610 is for a Case plow. This part cannot be had in the West. Write to the J. I. Case Plow Works, 622 South 3rd Street, Minneapolis.

K. E., Man. — Sulky plow with wheel boxing 2E56 and collar 2F298 is a Fuller & Johnson plow. The only repair source is the Eaton Company, Winnipeg.

H. N. M., Sask. — The "Sylvester" grain drill is manufactured by the Tudhope-Anderson Co., Orillia, Ont. Repairs can be had from the Winnipeg branch of the company, at 166 Princess St., Winnipeg.

G. S., Sask. — No parts are carried in Canada for the "Universal" feed grinder. It is not sold in this territory. For repairs address the Marseilles Works, East Moline, Ill.

Lubrication in Farm Machinery

Friction between solid surfaces is the force which operates to prevent freedom of movement between them. The force, called the "co-efficient of friction" varies with the surface. In connection with different materials, it is shown by a British engineer that the co-efficient of friction is as follows:

Dry wood on wood, 0.4 to 0.6.
Greasy wood on wood, 0.2 to 0.4.
Lubricated wood on wood 0.1 to 0.2.
Brass on brass, 0.175.
Brass on steel, 0.146.
Brass on wrought iron, 0.135.
Cast iron and steel, 0.151.
Ball or roller bearings, between 0.006 and 0.010.

The maintenance of an unbroken film of oil between lubricated parts is not an easy matter, and the choice of a lubricant is too frequently neglected in connection with farm machinery.

The essential characteristics of an efficient lubricant can be summarized under the following nine headings:

1. The lubricant should possess sufficient "body" or combined viscosity and capillarity to keep the surfaces between which it is interposed from coming in contact with one another when working under the maximum amount of pressure.

2. The lubricant should possess the greatest possible "fluidity" — that is, the minimum amount of internal friction (which is another term for viscosity).

3. The lubricant in use should give the minimum "co-efficient of friction" — as this will be equal to the sum of the fluid friction (i.e., viscosity) and the liquid — solid friction (i.e., the friction between the lubricant and the solid bearing surfaces), it will be seen that one must not be decreased at the expense of the other, but a happy medium must be aimed at, which will result in the total friction being reduced to a minimum.

4. The lubricant must possess the maximum capacity for absorbing, conducting, and carrying away heat. This is an important point, since friction means the wasting of a certain amount of energy, which is converted into heat, and it evolves on the lubricant to remove this heat at the same rate at which it is being constantly produced.

5. Freedom from tendency to decompose or form "gum-like" substances when exposed to the air or whilst in use.

6. There should be an entire decompose or form "gum-like" ties liable to cause injury to metals or other materials with which the lubricant may come in contact.

7. It should possess a high volatilisation temperature as measured by the Flash Point, and a low temperature of solidification as determined by the setting point.

8. It should be specially adaptable to the conditions — such as speed, pressure, temperature, and so on — under which the lubricant is to be used.

9. There must also be an absolute freedom from grit and foreign matter likely to be detrimental to the lubricated parts.

The Final Effect

The attitude of the business man to taxation reminds us of the man who had a somewhat plump girl, and once in awhile she'd sit on his lap. One warm evening she had been there an hour and said to him, "Are you getting tired?" He replied, "I was tired a little while ago, but I'm just numb now."



OIL WAGON TANKS

A Quick Selling Line
Makes Money For
Enterprising Dealers

Write

**Western Steel
Products Ltd.**

Winnipeg, Man. Regina, Sask.
Calgary, Alta. Edmonton, Alta.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

An Army of 80,000 Salesmen

January Advertisers

GARAGE & OILS

Canada Dry Cells Co.
Ford
Lodge Plugs
Reo Motor Car Co.
Smooth-on Iron Cement

BUILDING SUPPLIES

Canada Cedar & Lumber Co.
Canada Cement
Lamatco

HARDWARE

Cater's Pumps
Cowell's New Method Harness
Buckeye Incubators
Dominion Oilcloth & Linoleum Co.
Flexible Shaft Co.
I. H. C. Twine
Johnson Halters
Metallic Roofing Co.
Primrose Separators
Sheet Metal Products Co. of Canada, Limited
Smooth-on Iron Cement
Tapatco

MACHINERY

Advance-Rumely
J. I. Case T. M. Co.
Emerson-Brantingham
Ferguson & Co.
Garden City Feeder Co.
Lisle Mfg. Co.
London Concrete Machinery Co.
Primrose Separators
Rotary Rod Weeder

RADIO SUPPLIES

Acme Magneto & Electrical Co.
British Agencies
Northern Electric

DAY and night, winter and summer, rain or shine, an army of 80,000 salesmen is working in the interests of western dealers and the manufacturers of the best goods sold on the prairies.

In every nook and corner of the west, within the trading area of your place of business, large numbers of these salesmen are telling the story of bigger values and better goods to people who have never crossed your doorstep, as well as to your best customers.

The invaluable service of these trade stimulators can be directed to your benefit without any cost to you. By stocking goods advertised in The Nor'-West Farmer and featuring them in your displays and local advertising you can cash in on the value of every copy of The Nor'-West Farmer which goes into your district—the salesmen we refer to above.

Implement manufacturers, and many other advertisers, are planning on getting back to better trading this year. In spite of increased costs, due to advances in raw material since the last prices were set, no increase has been made in implement prices. Makers state that they are operating on very small margins and increasing their advertising in the interests of a trade revival.

With reasonable prices, good advertising and dealer co-operation it is possible to "Make 1923 a Come-back Year."

**The Nor'-West
Farmer**
The Pioneer
Farm Journal of
Western Canada
WINNIPEG



Free Dealer Service

A monthly letter reviewing current advertising and discussing retail problems is mailed free to the retailers of Manitoba, Saskatchewan and Alberta. If you are not now on our list your request secures this free service.

GD



1837

Trade mark registered

TRACTOR
PLOWS

GRAND DETOUR

Don't Let Them Pass Your Door

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

FARMERS are going to buy Grand Detour Plows this Spring just as they have bought them every Spring for the last 85 years. If you have the right Grand Detour for each buyer in your territory, the followers of this plow will come to you instead of passing your door to buy elsewhere.

The high quality of workmanship in Grand

Detour Plows and the excellence of their work in the field has created in every territory in this country a following that insists on *this* plow. Be sure that your stock is ordered early enough to insure prompt delivery. Only by having a sufficient stock on hand can you be sure of getting your share of Grand Detour business this Spring.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by
J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis. and all branches ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind. and all branches

AVERY CO., Peoria, Ill. and all branches

J.I.CASE THRESHING MACHINE CO., Inc.
DIXON, ILLINOIS • GRAND DETOUR PLOW DIVISION • EST. 1837

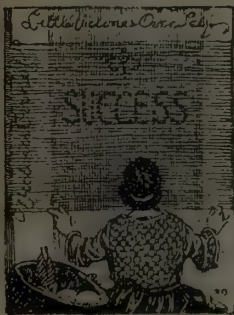
CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 3

WINNIPEG, CANADA, MARCH, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 Cents

Set a Goal



Your success depends not so much on how much you earn as on what you do with your money.

Keep track of your expenditures. Resolve that a year from now you will have saved a certain sum.

With non-savers it becomes harder to save as time goes on. Get the saving habit now.

"Double your Savings;
It CAN be Done."

UNION BANK OF CANADA

Head Office - WINNIPEG

Protect Your Property and Your Pocket-Book

In protecting your store, stock and home against possible fire loss, does not a saving of 50% appeal to you as money you can devote to the expansion of your business? We now have over \$12,500,000 insurance in force in Canada.

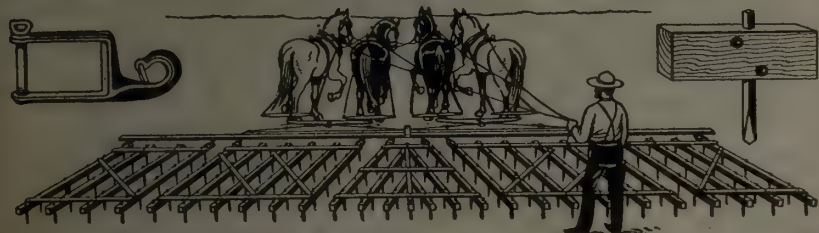
We offer hardware and implement dealers guaranteed Fire Protection at a net cost of ONE-HALF the Board Companies' rates. For 16 years we have charged board rates and refunded 50% of the Premium at the expiration of each policy. Our safety, service and saving are at YOUR disposal.

ASSETS OVER \$4,000,000.00.
NET CASH SURPLUS OVER \$2,000,000.00.

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,
802 Confederation Life Building, Winnipeg.

Sell WATSON'S HARROWS



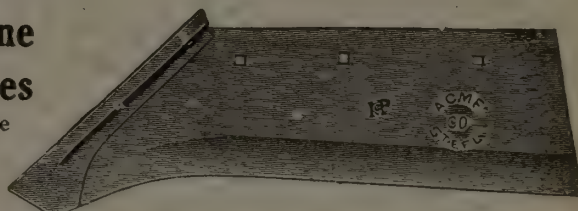
WATSON'S BOSS WOOD HARROWS

These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet. Consider no statement that you can get harrows "just as good" as Watson's. There is but one Watson. Order it from us.

Get Prices and Attractive Sales Offer on the Watson Line.
It will Stimulate your Spring Business.

Genuine Moline "ACME" Shares

The original soft centre share. Give perfect wear. Order your Stock now.



Repairs for "Monitor" Drills, Moline Plows and Moline Disc Harrows—Mandt Wagons and Farm Trucks—National and Mandt Manure Spreaders—Moline Universal Tractors—Moline Engine Gangs—Adriance Binders, Mowers and Rakes.

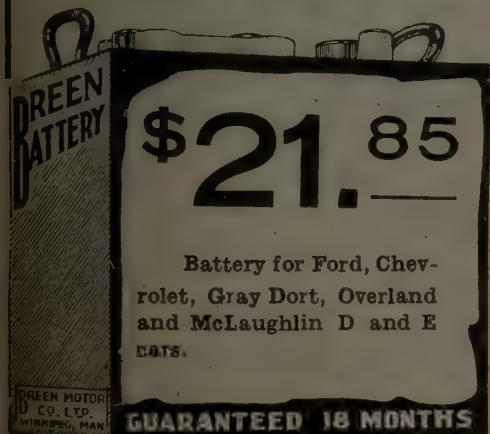
Also Repairs For

Janesville Plows,
Disc Harrows, etc.

John Watson Mfg. Co.
LIMITED

SEND US YOUR REPAIR ORDERS 311 CHAMBERS STREET, WINNIPEG, Man.

BREEN BATTERIES



TYPE \$25.85
136

Battery for Chevrolet
F. B., McLaughlin, Oldsmobile, Nash, Studebaker
CARS.

TYPE \$31.85
712

Battery for Dodge and Maxwell cars.

Thousands of Satisfied Users

GUARANTEED 18 MONTHS

BREEN MOTOR CO., LIMITED — WINNIPEG

One Man Alone Cannot Move a Mountain

BUT

Thousands of investors pulling together, with their money and confidence, by means of our

MONTHLY INCOME CONTRACT

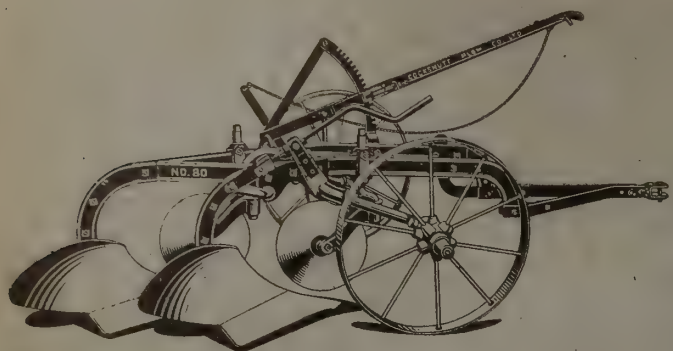
are doing for each other what none can do alone.

Has anyone ever explained to you the great advantages of this form of protection?

The GREAT-WEST LIFE ASSURANCE Co.

Dept. "P.16"

Head Office - - WINNIPEG



FOR

Fordson Tractors

COCKSHUTT NO. 80 PLOW

This plow is the result of two years thorough experimental work under all kinds of conditions.

In it are embodied all the good points of the Cockshutt Tractor Plows that for years have been the choice of successful farmers in every part of Canada.

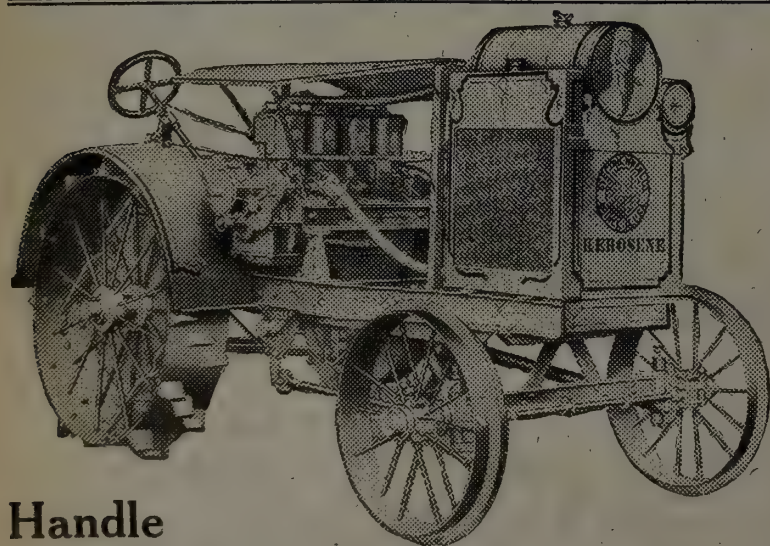
In addition are many new features that make it the ideal plow for use with the Fordson.

Your customers know Cockshutt Quality and Reliability. Be ready to take care of the demand that is sure to develop for these plows.

Write Today for Literature and Further Particulars.

COCKSHUTT PLOW COMPANY,
LIMITED

WINNIPEG, REGINA, SASKATOON, CALGARY, EDMONTON



Your 1923 Volume will Exceed Your
Best Expectations if You Handle the
White *"First Quality Line"*

White *"ALL-WORK"* Tractors

12-25 H.P.

14-28 H.P.

20-38 H.P.

With this line of Tractors you have a wide range of sizes and can meet any demand. The All-Work 12-25 is 2-3 plow size, and operates a 20 or 22-inch thresher. The 14-28, 3-4 plow size, operates a 24-26-inch thresher. The New 20-38 All-Work, the leader of the line, will pull 4 or 5 plows and operates a 28 to 32-inch thresher under any conditions. Get details of this wonder-tractor that is long on power and low in price. Weighing only 6,500 lbs., it has a 4 cyl. 7x5-inch motor, using kerosene. Its direct drive makes it a splendid threshing engine, and it easily handles a 10-ft. road grader. Our sales offer on this line will interest you.

Write us To-day Regarding Territory and Prices

Handle
**"CHALLENGE"
THRESHERS**

Made in Six Sizes:

20x36, 24x40, 28x46, 32x54
36x60, 40x66,

The record of "Challenge" Threshers for economical and speedy work makes their sale a satisfactory business for the dealer. Built for Western conditions they have a rugged strength that means years of service. Twelve and sixteen bar cylinders of the double-bar pattern. Double-belted and double-driven. Get complete details.

*Our 1923 Contract is a
Real Money Maker*



Size 24x40
Special for
Light Tractor

George White & Sons Co., Ltd., Brandon, Moose Jaw, Saskatoon



**Speed Up Your Spring
Business—Stock and Sell**



**Over 1500
Patterns**

CRESCENT PLOW SHARES

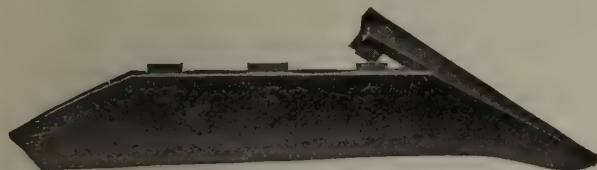
**Over 1500
Patterns**

Whatever the demand for implements, the dealer handling "Crescent" Shares can do nice, clean cash business this spring. There is a type to suit every demand, and every sale assures repeat orders. How is your stock?



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

They have no equal for quality of material, perfection of fit and excellence of finish. Made from finest selected soft centre and crucible steel. Every share fully guaranteed. We can ship you on shortest notice.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits.

**A Fast Selling Line
with a Nice Margin
of Profit**



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Dealers--Get Latest "Crescent" List and Prices. Order NOW!

**Harrow Teeth
Drill Covering Chains
"Sandoval" Coulters
Harrow Discs
Clevises for Every Purpose
Agricultural Hooks**

Ask for Our Prices—Book Early



D. ACKLAND & SON, LTD.

WINNIPEG

CALGARY



TRADE MARK

TRADE MARK



IN the quiet, sultry days of mid-summer when every drop of water is needed on the farm, Hyatt roller bearing equipped windmills whirl away with the ease that comes from good bearings. When a windmill is most needed — that's the time when the unquestioned superiority of Hyatt roller bearings is best demonstrated.

For a complete list of Hyatt-Equipped Tractors and Implements, write:

Hyatt Roller Bearing Company
 Newark Detroit Chicago San Francisco
 Worcester Milwaukee Huntington Minneapolis
 Philadelphia Cleveland Pittsburgh
 Buffalo Indianapolis

**HYATT BEARINGS
 FOR WINDMILLS**

CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 3

WINNIPEG, CANADA, MARCH, 1923

SUBSCRIPTION PRICE IN CANADA { Per Copy 10¢

Implements for the Production of Fodder Crops

In the use of the summerfallow as a means of conserving moisture a new problem becomes increasingly evident—that of blowing soil. Farmers generally are aware of this development through summerfallowing, and of late great interest has been shown in trying to devise a rotation which can replace the summerfallow. In parts of Alberta farmers have, for several years, experimented with listers and row crops, introducing the corn crop so as to eventually develop a rotation of wheat and corn, grown alternately, thereby eliminating the practice of summerfallowing. This procedure is, so far, more or less experimental in its nature, but so far seems to have proved that wheat after corn has proven more successful than wheat after bare summerfallow.

This development of listed crops as a substitute for summerfallow, however, should be of interest to the machinery dealers, as it naturally develops a demand for a class of implements which have not generally been sold in Western Canada. In the Canadian West listers were first introduced by farmers who had used them in the corn belt in the United States. In general practice, attempts have been made to prevent soil blowing by using the packer and duck-foot cultivator, so as to leave the summerfallow in ridges. Listers can be used in the same way, and they make deeper furrows and higher ridges, while their value for this purpose has been proven in parts of Alberta where soil drifting was common.

Combined listers and disc drills can be used in this work, acting as a separate lister with subsoiler, or as an independent drill. Without the drilling attachment, this implement, equipped with an adjustable subsoiler, is widely used in preparation for drilling corn. As a utility implement, when the subsoiler is removed, it can be used for digging potatoes, opening irrigation ditches, ridging, etc.

Assuming that the summerfallow is listed, and it is desired to grow a crop, a seeding attachment can be used. The seed dropping mechanism in the lister is of great importance, and must be accurate so that the correct quantity of corn, beans, etc., may be planted in accord with the productive ability of the soil. In 100 hills in a corn crop, for example, the loss of only 30 kernels is equal to a ten per cent. loss.

Power-lift lister gangs are a popular implement, as with them the farmer can plant corn, sun-

can be spaced from three feet to three feet six inches, and it plows, subsoils, plants, covers the seed and packs the soil above it, all in one operation.

The real reason for the farmer using a corn planter is the time it saves, but to be of any value it must have uniform drop, giving the desired number of kernels to each and every hill. The one popular type of corn planter, by moving one lever two, three or four kernels to the hill may be planted as desired. This implement varies the distance in drill-

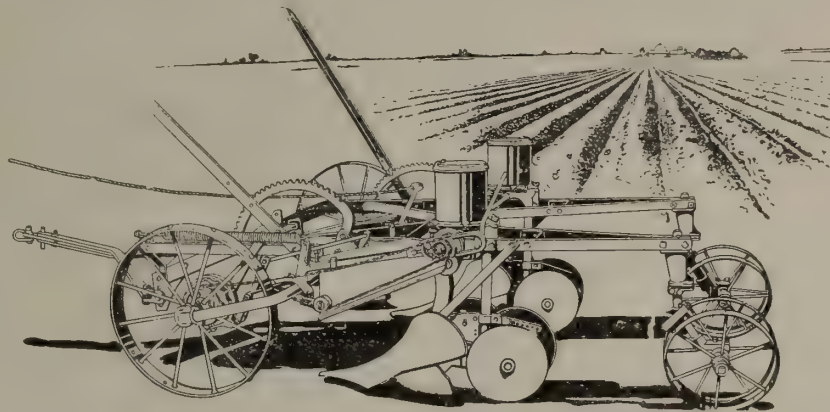
good condition to conserve the moisture.

A pivot axle cultivator can be used for this work and this type of implement is good for general utility. It can be adapted for corn, potatoes, beans, etc. With this implement any row, from two to four feet in width, can be cultivated satisfactorily. The wheel truck is adjustable and with low wheels movement either way is effected by a foot crank. Either three or four shovels can be used on a side. For different cultivations different equipment can be used, such as hoof shovels, half sweeps, full sweeps and rotating shields.

In the first cultivation the farmer can use the hoof shovel point which cuts wide, pulverizes the soil well and runs close to small corn. This type of shovel allows the dirt to fall back of the shovel into the trench. In the second cultivation a combination of hoof shovel points and half sweep points can be used. The half sweep points can be run close to the stalks, killing weeds in and near the rows. They run shallow and do not injure the roots. By using this combination, deep and shallow cultivation is possible in one operation. For later cultivation half-sweep and full sweep points can be used, the latter on the outer shanks of the cultivator. The sweeps are generally run from one to two inches deep so as to clear the roots, which, when corn is approximately a foot high, extend clear across between the rows. The sweep shovels practically double cut the soil by over-lapping and destroy all the weeds very effectively. They make a thorough mulch, and do not injure the corn roots. In cultivator equipment for corn crops other attachments may include disc hillers, furrowing shovels, disc and moldboard hillers, etc.

The Corn Binder

In using corn and peas for summerfallow substitutes, if a corn binder is used stooks can be made of the sheaves which will



A Power-lift Lister Gang, with Tractor Hitch.

flowers, oats, peas, rye, etc., in rows, mainly for the purpose of creating a windbreak or to put fibre into the soil. In parts of Alberta the lister and drill have been used in the experimental work of planting corn and peas as a summerfallow crop. The stubble is listed shallow in the Fall, and in the following Spring is re-listed and planted to corn and field peas. This system has proved successful in the above province, and has provided large quantities of feed for cattle and hogs. The peas not only make good feed but put nitrogen and other valuable soil constituents in the land. In the spring the land is sown to grain, as in the case of regular summerfallow. The corn stalks help to hold snow and do not interfere with the operation of the seed drill. The power lift lister, in preparation for such summerfallow substitutes, can be equipped for either horses or tractor, six horses generally being used. Its bottoms

ing as well as the number of kernels per hill in hilling. It can be changed from hilling to drilling, or vice versa, instantly. A pea attachment can be put on the implement if required, being driven from the drill shaft. Either automatic or disc markers can be used with this planter.

The method of cultivation in corn growing must be such that it kills weeds and conserves the moisture to the best advantage without covering up young corn or pruning plants roots. Destruction of weeds is the first essential, for they rob the corn plants of food, moisture and air. The richer the soil the more abundantly weeds will grow, and in using corn as a summerfallow substitute the cultivation is very important. Young plants must be protected from being covered by dirt from the cultivator shovels, and the wide spread plant roots must not be pruned, while, beyond all, the soil must be left in

make it much easier to handle the feed. The modern corn binder with a power carrier has a quick turn tongue truck. Wide stationary knives cut a considerable percentage of the corn before it reaches the sickle. Conveyor chains, working close to the points of the gatherers, straighten the stalks before they are cut, and as the binder moves forward, just before the stalks reach the cutting knife, steel throat springs hold the stalks into the elevating chains. The stalks are elevated vertically by lugged chains to a point where the packers form them into bundles. In the John Deere corn binder, for example, there is a wild range of adjustment for tall or short corn, wide lugs keeping the butts moving back into the packers. The stalks are kept vertical until the complete bundle is discharged into the power carrier. The latter eliminates the hard work of dumping the bundles. By pressing a foot trip lever the power drive in the carrier is set in motion, and the bundles are dumped. Loose fodder that goes through the machine is dumped with the bundles.

It is evident that the raising of corn as a fodder crop or as a substitute for summerfallow, gives the dealer a line of implements which so far have been sold in this territory only in a very limited way. There are walking lister plows, and one row riding listers, or power lift lister gang plows for horses or tractor. Corn planters with check rowers, single row or double row cultivators and combinations, with varied cultivator equipment necessary, make a line of implements which should yet be in good demand in the Canadian West.

Winnipeg Wholesale Implement Association Held Meeting

The Winnipeg Wholesale Implement Association held a meeting in the St. Charles Hotel on March 1st, with a good attendance of members present.

The principal business before the meeting was a proposed bill which was to come up before the legislature regarding the registration of lien notes. Under the proposed terms of this bill, even in the event of creditors obtaining judgment under which the goods if the property of the owner might have been seized, unless the requirements of the act are complied with the buyer is deemed the owner of the goods.

In the case of all lien notes in conditional sales, the proposed legislation states: " . . . a

true copy of such writing shall be filed within 20 days after it has been signed with the proper officer of the registration district in which the buyer resided at time of the making of conditional sale, or in case his residence is outside the province, of the district where the goods are delivered."

It is evident under the proposed terms of the act that if the buyer resides in one registration district and the goods are delivered to him in another, the lien must be filed in both districts, or in any district where they are used.

No information was evident as to how the lien notes would be registered, while the proposed enactment did not provide for repeal of the old lien act. It was pointed out by the wholesalers that such legislation would be very hard to conform to, as often they did not get the notes until a month or more after date of sale. Further, the goods would have to be continually traced, as they may change hands. It might be that registration would be necessary in three or more districts, in all of which the machine might be owned or operated. This would necessitate much extra work on the part of the vendors of the machinery. It was pointed out, in addition, that such an act would also necessarily apply to the farmers when they sell stock or goods under a lien note. Further, in the case of buying under conditional sale the purchaser would scarcely like to see the fact published by registration of the document.

The members turned the matter over to the legislation committee to deal with, to make representations as to the great amount of work which such registration of notes would entail. Discussion also took place on the sale of equipment to farmers who were creditors under the Rural Credits Act.

N. J. Rutledge, Canadian sales manager for the J. I. Case T. M. Co., who was present, in a brief address pointed out that the demand for machinery was steadily improving in the United States, which condition, he believed, would shortly develop in the Canadian West.

Production Increasing

According to a recent review of Chicago trade by Bradstreets, it is reported that implement makers are buying steel more freely and suggestions are that their production will be increas-

ed. The International Harvester Co. is operating at 80 per cent. and other similar lines at 50 to 6 per cent.

Brandon Branch of Harvester Company Held Dealers' Sales Convention

Early in February J. C. Brosnahan, manager of the Brandon Branch of the International Harvester Company, issued invitations to his dealers to attend a Sales Convention at the Branch House, February 23rd. Owing to weather conditions it was feared that many of the dealers could not come in, but the company were well pleased with the number that arrived. About seventy attended and stayed all day at the Branch House, where a full programme was put on under the direction of the local staff. The new line of tractors was introduced, also the new cream separator, and in addition to these lines talks were given on plows, the general line, collections, credits and repairs. The dealers were guests of the company at a banquet in the Prince Edward Hotel from 6 to 8 p.m., and later attended a hockey game in a body.

At the various sessions G. R. Richmond, Saskatoon, covered the plow end of the business in his talk. G. R. Coldwell, K.C., gave a very interesting address on the responsibility of the dealer under the Farm Implement Acts of Manitoba and Saskatchewan, and W. I. Smale, manager of the Brandon Exhibition, spoke on the value of farm machinery displays at the summer fairs:

Reports from the dealers showed that the season had already commenced and that the farmers were again buying their reasonable requirements in the implement lines. The dealers did not anticipate record volume in 1923, but felt that the result of the heavy crop last year would have a favorable effect upon demand. The company are not to curtail credit to purchasers who give evidence of doing their best to meet their obligations, although collections have not been satisfactory.

The dealers expressed themselves as being well pleased with the programme, and, in leaving, stated that they were taking home many good ideas which they could use in their business for 1923.

As this was the first convention of its kind attempted by the company at Brandon, those in charge were well pleased with the turnout and with the manner

in which the dealers received their efforts. Many of the dealers expressed the hope the company would put on a similar event another year.

Deere & Co. in Good Position

A report from Moline, Ill., shows that at the end of the last fiscal year Deere & Company had quick assets of about three times their total liabilities. The cash on hand at the end of the year was \$4,075,662. Inventories had been reduced by some eight million dollars. Adequate reserves were set up to cover depreciation and probable losses, and considering conditions, the report indicates a sound fiscal position for the company. For 1922 some of the figures are:

Operating loss \$1,019,327 (\$945,118 in 1921), expenses and charges \$1,501,450. Total loss \$2,520,778. Surplus at commencement of year \$12,034,686. Dividend on preferred shares \$1,312,500. Surplus \$8,201,407, as compared with a surplus of \$12,034,686 in 1921.

Appointed Assistant Manager at Winnipeg

C. E. Jones, a successful salesman at the Calgary branch of the J. I. Case Threshing Machine Co., has been appointed assistant branch manager at the Winnipeg branch of the company where he will co-operate with L. J. Mumford, branch manager. Mr. Jones was considered one of the brightest threshers and tractor men in Alberta, and on his departure from Calgary he was presented by the staff with a diamond stick pin. We congratulate Mr. Jones on his well merited promotion to the new position he occupies in Winnipeg.

Tractor Sales in the West

Figures will shortly be available of the number of tractors sold in the Canadian West in 1922. Taking into account the annual sales and allowing an ample number of obsolete and discarded machines which are retired annually, it is safe to say that we have in Western Canada today some 39,000 tractors. The sales in recent years are not without interest.

In 1917, some 7,500 tractors were sold in the west; in 1919, 9,000; in 1920, over 10,200; in 1921, 3,400 tractors and it is anticipated that the 1922 volume will be probably a little better than in the preceding year. It is anticipated also that the 1923 business will be better than that for the past two years.



The OilPull Agency

*Four unusual reasons why it
makes more money for dealers*

HOW do you judge a tractor agency? Surely not by the number of cylinders in the tractor—nor the kind of fuel it burns—nor the beauty of its lines. There are far more important reasons for your preference. The OilPull tractor, for example, offers a remarkable record of *results*.

As proof of OilPull performance in the field, as well as its salability on the dealer's floor, note that it has to its credit: (1) Principal National Fuel Economy Records for 10 years. (2) Up-keep cost of only 50 per cent of the Government's National Average. (3) An average of 10 years and more of service. (4) A price that is very low, consistent with the high quality of the machine.

The first three of these results were made possible by sturdy construction and TRIPLE HEAT CONTROL—an exclusive OilPull Tractor feature—a perfect system of oil burning that

positively gets the power out of cheap kerosene, at *all* loads and under *all* conditions. The fourth is due to the strong financial position of the company.

Talk to the OilPull dealers in your territory—or any place. Learn why they sold tractors even during the lean years that have recently passed. They will tell you that the four reasons given above have been largely responsible for their success. If interested in the OilPull agency, ask us for all the facts. Details will be sent upon request.

ADVANCE-RUMELY THRESHER CO., INC.

Calgary, Alta.
Saskatoon, Sask.

Regina, Sask.
Winnipeg, Man.

43 Abe!! Street, Toronto, Ont.

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker shredders and farm trucks.

Serviced from 31 Branches and Warehouses



With the Manufacturers

The Ann Arbor Machine Co., manufacturers of hay baling presses, have moved to Shelbyville, Ill.

The capital stock of the Harvey Spring & Forging Co., Racine, Wis., has been increased from \$300,000 to \$700,000.

J. E. Ruby, of the Frost & Wood Company, Smith's Falls, Ontario, and Mrs. Ruby, have arrived home from a trip to Europe.

All the factories of Massey-Harris Co., Ltd. are operating at from 60 to 65 percent of capacity at the present time.

The plant of the Gilson Mfg. Co., Port Washington, Wis., was damaged by fire Feb. 4. The loss is estimated at \$200,000.

The Allis-Chalmers Mfg. Co. has opened a western supervisory office in the Brokers' Bldg., 1104 Union Ave., Kansas City, Mo.

Gray-Sons-Campbell, Limited, of Chatham, have opened a direct factory branch for the retail sale of Gray-Dort motor cars in Ottawa at Sparks and Lyon Streets.

During 1923 The Beeman Tractor Co., Minneapolis, Minn., will manufacture a new Beeman Multi-Service, One-Horse Tractor, to be known as Model "K".

William R. Morgan, manager of the John Deere Harvester Works and a director of Deere & Co., died here recently as the result of a stroke of apoplexy.

London Metal Products, Limited, manufacturers of the "Wonder" electric washer are a new industry for London, Ont. They

started operations a few months ago in a plant with 6,000 square feet floor space.

Ford Motor Co. has started construction of its new plant buildings at Walkerville, Ont. The first unit completed will be used for the manufacture of tractors.

The Burlington Steel Products Co., Hamilton, manufacturers of steel fence posts, will put their new plant in operation in the near future.

B. M. Pettit, formerly advertising manager of the J. I. Case T. M. Co. and of the J. I. Case Plow Works Co., is now manager of the Milwaukee branch of the Goodyear Tire & Rubber Co.

Aultman & Taylor Machinery Co., Mansfield, recently issued a new price list on its products. Quotations on the Aultman & Taylor line have been advanced approximately 10 percent.

The General Motors Corp. has purchased the body business of the Milburn Wagon Co., Toledo, O. The Milburn company will continue the manufacture of electric automobiles.

The Universal Rotary Soil Cultivator Co. has been incorporated in New York with a capital stock of \$100,000 to manufacture soil cultivating machines and other agricultural implements.

The M. B. M. Mfg. Co., Milwaukee, Wis., has developed a garden tractor, with which, it is said, both light and heavy cultivating are possible. The machine is simply constructed.

Hart-Parr Company, Charles City, Iowa, have established a branch house at Sioux Falls, S. D., in charge of C. H. Gregory, who was transferred from the home office.

Howard W. Harrington, advertising manager of the Moline Plow Co., Moline, Ill., addressed the advertising council of the Chicago Association of Commerce on Feb. 15.

The Port Huron Engine & Thresher Company, Port Huron, Michigan, have perfected a new steel model thresher which they are offering to the trade for the season of 1923.

At a recent meeting the stockholders of the Shelby Tractor & Truck Co., Shelby, Ohio, appointed a committee to sell the equipment and building and close up the company's affairs.

A meeting of the directors of the Sawyer-Massey Co., Ltd., was held at Hamilton, Ont., recently. Plans were made for the company's business in the coming year.

The Appleton Motor Truck Company, Appleton, Wis., will be organized to take over the defunct Reliance Motor Truck Company. Farm machinery will also be manufactured.

In a tractor census taken in Kansas, it is shown that the farmers in that state own 21,715 tractors as compared with 19,374 a year ago. In 1915 they had about 2,000.

The Silver Mfg. Co., Salem, Ohio, announces a new ensilage cutter of the knife-on-fly-wheel type. This is an important addition to the "Ohio" line and full

information will be sent to dealers on request.

The Timken Roller Bearing Service and Sales Co. has been organized by the officers of the Timken Roller Bearing Co. It will establish and operate repair and service plants in various cities.

R. B. Hartsough, a Minneapolis mechanical engineer, has invented a device to replace the carburetor and manifold in a gasoline engine. He claims it will use kerosene distillate with greater efficiency than has been obtained from gasoline.

The Kohler Co., Kohler, Wis., manufacturer of farm lighting plants, has made a large increase in its capitalization which now consists of \$1,000,000 in preferred stock and 200,000 shares of common without par value.

L. Jacques, manager of the Aspinwall Canadian Co., Guelph, Ont., has returned from a business trip to the Maritime Provinces. He encountered some bad weather, but had a successful trip from a business standpoint.

E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Neb., recently paid a visit to Kansas City, Tampa, Florida, New York City and other eastern points. He visited his company's exhibit at the fair at Norfolk, Va.

That the output of the Ford Motor company's plants for 1922 will be in excess of 1,000,000 cars by a large figure, is forecast in a review of statistics recently compiled. It is said that 8,528 Fordson tractors were manufactured last August.

The Avery Co., Peoria, Ill., have perfected a refinancing program, and will issue \$1,740,000 ten year 8 per cent. debentures, and 51,808 new shares of common stock, no par value. Large financial interests will take \$600,000 debentures at par.

It is announced that the McQuay-Norris Mfg. Co., St. Louis, transacted the largest volume of business in its history during 1922. At the beginning of that year the company began production of pistons and piston pins in addition to its line of piston rings.

The Dominion Sheet Metal Corporation, Limited, the sole manufacturers of galvanized sheets in Canada, state that they are looking forward to one of the best years in their history, and have already booked enough orders to insure continuous operation for some months to come.

The factory of the Eagle Mfg. Co., Morton, Ill., was destroyed by fire on Feb 14. The damage is estimated at between \$100,000

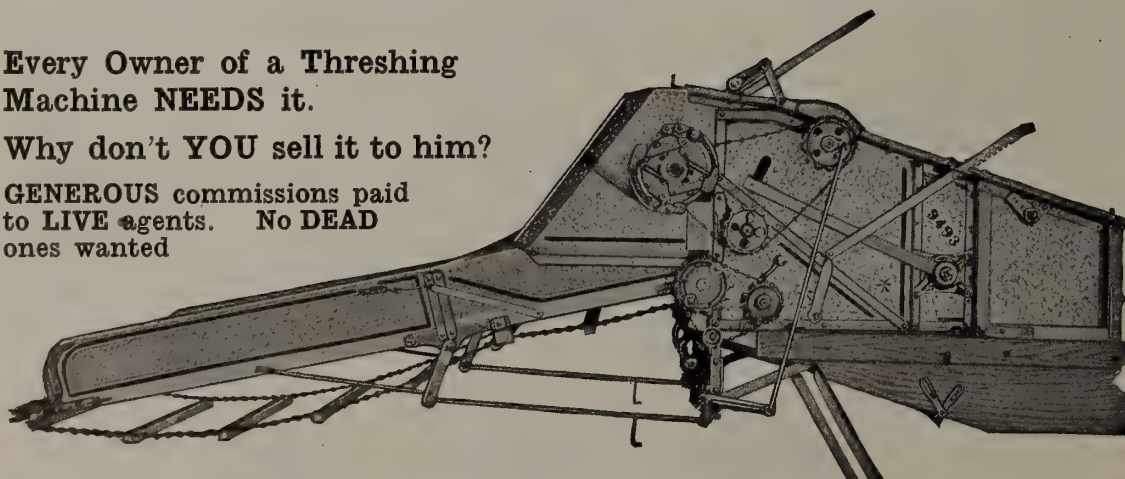
The Famous "GARDEN CITY FEEDER"

The World's Best Band-Cutter and Self-Feeder

Every Owner of a Threshing Machine NEEDS it.

Why don't YOU sell it to him?

GENEROUS commissions paid to LIVE agents. No DEAD ones wanted



ASK ANY OF THE FOLLOWING FIRMS FOR CONTRACT

The GARDEN CITY FEEDER CO. LTD., Regina, Sask.

BRUCE DAVISON CO., Brandon, Man.

GARDINER MACHINE & MOTOR CO., Saskatoon, Sask.

NORTHERN MACHINERY CO. LTD., Calgary, Alta.

MART McMAHON MACHINE CO., Lethbridge, Alta.

WE ALSO SELL THE CASWELL ADJUSTABLE BELT GUIDE

and \$110,000, with insurance of about \$70,000. The plant, which produces manure spreaders, Kramer harrows, etc., has been practically idle for about two years.

Joseph N. Shenstone, vice-president of the Massey-Harris Co., Ltd., Canada, and president of the Massey-Harris Harvester Co., Inc., Batavia, N. Y., and Thomas Bradshaw, general manager of the Canadian company and a director of the American company, spent a day in Kansas City recently. They arrived direct from Toronto and went from Kansas City to Chicago.

Darrah Broadcast Addresses on Power Farming

D. E. Darrah, sales promotion manager of the Hart-Parr Co., Charles City, Iowa, gave a series of three addresses on power farming over the radio on February 28 and March 1 and 2. The addresses were broadcasted from the Sweeney Automobile School, W.H.B., at Kansas City, Mo., on a 400 meter wave, commencing at 7.00 p.m. central time nightly. They were heard over a wide radius and were remarkably distinct.

The subject on the night of February 28 was, "Beating Back Nature's Barriers." On March 1st Mr. Darrah spoke on "Buying Power Intelligently," and on March 2nd, on "The Tragedy of the Unprepared."

The Question of Canvassing

Assuming that the inclination of the farmer to buy equipment is increasing, "Farm Implement News" points out that the dealer who canvasses has the best chance to get the business. Canvassing, says our contemporary, would increase the total volume under any conditions, although possibly not under 1922 conditions. Universal canvassing at a time when farmers are in the mood to buy would produce a much greater volume than would be obtained without canvassing.

It is also a fact that implement dealers in general, having suffered losses for two years, stand in need of an immediate increase in volume sufficient to increase the use of black and reduce the use of red ink in their accounting. We believe that conservative canvassing, done with an eye to keeping the cost as low as possible, will accomplish this. And the opinion is merely a reflection of the testimony of many dealers.

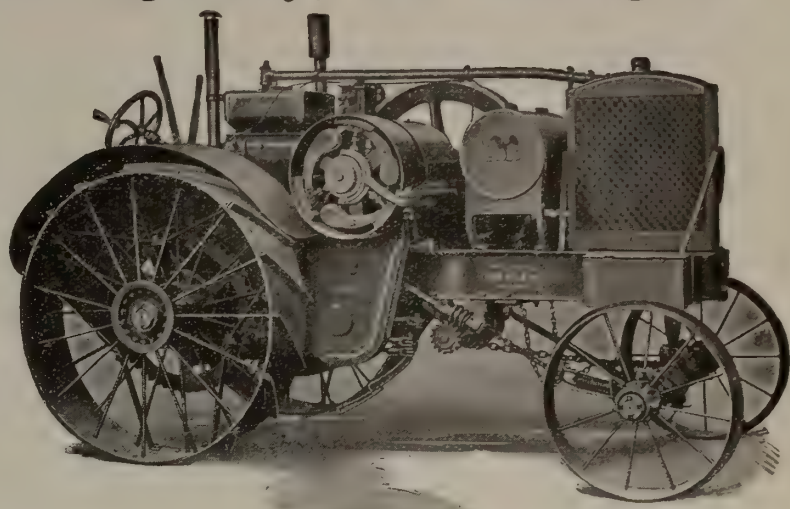
A jazz quartette—a cowbell, a foghorn, a buzz-saw and a dog fight.

Tractors of Proven Quality, Yet Selling at Less Than Pre-War Prices



12-22 H.P.
and
16-30 H.P.

The farmer will look closely at tractor values this year; that's why Eagle dealers will get the business. A tractor that does its work so economically and quickly that horse costs are out-classed. Heavy-duty, horizontal, twin-cyl. valve-in-head motors. 12-22 is 7x8"; 16-30 is 8x8". Enclosed gearing; auto steering. Hyatt equipped throughout. Gives trouble-free service.



We Now Have Heider Tractors in Four Sizes

9-16 H.P. 12-20 H.P. 12-24 H.P. 18-36 H.P.

The two original models of the Heider, D and C, are maintained, but we now offer the trade a wider range for sale, Model "P", 12-24 rating, and Model "E", with 18-36 rating. They have guaranteed surplus power and the 18-36 Heider is especially designed to give ample power for operating a 28-inch separator under the heaviest conditions. At their remarkably low prices the Heiders combine light weight with rugged strength and low operating costs. Write today for full details of the new models.



The Famous Rock Island Line of Tractor Implements

Line up your prospects for Rock Island Plows in 2, 3 and 4 bottoms. Equipped with the famous CTX moldboard. Meet any competition. Also the No. 38 Disc in 8 and 10-ft. sizes. Get our 1923 prices on this line.

Waterloo Steam Engines

Made in 16, 18, 22 and 25 H.P. sizes. Very economical and easily steamed. No better power for plowing, threshing or road work. Write for our steam engine catalog.

For 1923 Demand, Sell "Waterloo" Champion Separators, Leaders for Over 60 Years

Lower grain values call for no wastage in threshing. The farmer needs every bushel, and that is why he will choose a "Waterloo" in preference to any other make. Their reputation for good work, dependable service, and superior design and construction, makes them the line the dealer will represent who wants volume. Equipped completely. Note the range of sizes, and ask for our prices.

Without Equal for Clean, Economical Threshing

Dealers - Get our Sales Offer and Attractive Net Prices

The Waterloo Manufacturing Co., Limited

Winnipeg

Portage la Prairie

Regina

Saskatoon.



Seven Sizes:
20x36, 24x36, 24x42,
28x42, 33x52, 36x56,
40x62

Canada's Foremost
Threshers—the Best
You Can Handle

Subscribe for "Canadian Farm Implements", only \$1.00 per year. Use our Free Repair Information Service.

Cockshutt Announce New Fordson Plow

The Cockshutt Plow Co., Brantford, Ont., announce their new No. 80 plow for Fordson tractors, which is the result of two years' experimental work under all kinds of conditions. In it are embodied all the good points of the well known Cockshutt tractor gangs, and, in addition, many new features which especially adapt the No. 80 to Fordson operation.

The manufacturers point out that the Cockshutt No. 80 has ample strength and weight for the hardest soil conditions. It is designed so that it can be conveniently controlled from the tractor seat. The plow is hitched direct to the tractor drawbar, making backing an easy matter, while the hitch is so designed that the two bottoms, when at work, are free to follow the level of the land, regardless of the action of the tractor when passing over uneven ground. When the bottoms are raised, the hitch is automatically locked and the plow is held high and rigid for transport.

Ample clearance is a feature in the Cockshutt No. 80. Special channel beams and strong braces are noticeable. The wheels have

removable bushings. A simple and quick acting clutch is directly connected to the land wheel, while the screw lever for leveling the plow permits the operator to make fine adjustments. With 14 inch bottoms and quick detachable shares, this plow is an implement which should be of good sales value to dealers, and will appeal to Fordson owners throughout the Canadian West.

Canada's 1922 Crops

The Dominion Bureau of Statistics estimates that the total value of the principal fields crops in Canada in 1922 amounted to \$962,616,200, as compared with \$931,863,670 in 1921, an increase of over \$30,000,000.

The total for 1922 comprises \$339,000,000 for wheat; \$185,455,000 for oats; \$33,335,000 for barley; \$18,703,200 for rye; \$59,872,900 for other grains; \$50,320,000 for potatoes; \$194,950,000 for hay, clover and alfalfa; and \$78,172,600 for other roots and fodder crops.

By provinces the total values of the field crops are as follows, the finally estimated totals for 1921 being within brackets:—Prince Edward Island \$10,388,800 (\$14,202,970), Nova Scotia \$24,236,000 (\$29,556,400), New

Brunswick \$31,657,100 (\$38,325,400), Quebec \$167,599,000 (\$219,154,000), Ontario \$233,556,000 (\$239,627,000), Manitoba \$104,830,000 (\$72,135,000), Saskatchewan \$229,158,000 (\$215,635,000), Alberta \$94,369,600 (\$82,780,000), British Columbia \$18,345,000 (\$20,447,000).

Will Handle Viking Cream Separators

The Cushman Farm Equipment Co., 288 Princess St., Winnipeg, have taken over the distribution for the Canadian West of the Viking cream separator, as sold in Canada by the Swedish Separator Co., Montreal. The Cushman organization will control the sale of this separator from the Great Lakes to the coast and will also handle collections in this territory for the manufacturers of the Viking. They carry a stock of machines at Winnipeg and also repairs for this line.

Rumely Branch Manager Dead

Chas. J. Farney, manager of the Fargo branch of the Advance-Rumely Thresher Co., died in an hospital in that city on February 5th, following an operation. His illness was not expected and his death came as a great shock to his business associates. Born in Illinois in March, 1870, the late gentlemen had been in the implement business since 1892, and was in charge of the Advance-Rumely branch at Fargo for over six years.

Advance-Rumely Held Tractor and Thresher Schools

During the past month the Advance-Rumely Thresher Co. have held a very well attended series of tractor and thresher schools at their branches in the Canadian West. At the schools held at the Saskatoon branch, from February 5th to 10th, there were nearly 200 students present. The following week, at the Regina branch, 215 students were enrolled, and at the Winnipeg school, held from February 19th to 24th, 180 students were in attendance throughout the week.

Under a staff of lecturers and demonstrators the students got a thorough course of tuition and practical work on the operation, maintenance, overhauling and repair of Rumely Oil Pull tractors and Rumely threshers. The daily lectures at the Winnipeg branch, which followed the same schedule as the other two branches, were interspersed by practical work. With Manager M. J. Carruthers we went through the schools and

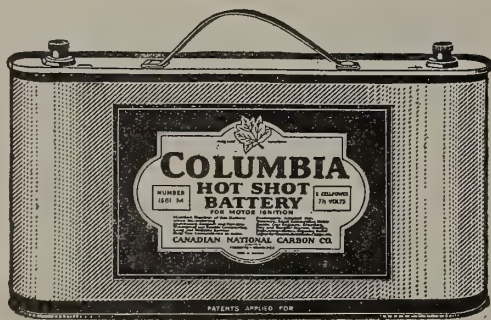
noted with interest the keen interest shown by the farm lads in the lectures, as evidenced by the close questioning to which the lecturers were subjected.

Large charts were used, showing sectional views of every component part of the tractor—motor, transmission, rear axle, ignition and oiling systems, carburetors, cooling system etc. The functions of the various units were fully explained, and in every case the lecturers carefully went into the probable operating troubles the student would meet with. The farm lads came back strong with troubles they had had, and in every case a solution was offered by the lecturer.

Following the lecture the lads went to the shops and in gangs worked upon some part of the tractor—each gang in turn taking up the different parts. One gang would work on the motor for one session, then on to ignition, carburetion or the transmission system. The classes were so arranged that every student went over the Oil Pull from stem to stern. They had to disassemble and reassemble the different parts, to do the same with the ignition system and the other parts of the tractor. Lessons were also given in babbitting and finishing and fitting bearings. In all, a course was given in the week which should assuredly make the youths much more efficient tractor operators, and also assure them being able to overcome all minor operating complaints and troubles.

Among the lecturers and instructors were: J. H. Wade, who lectured on the complete machine. H. C. Deck spoke on separator operation and adjustment and Mr. Harwood gave an interesting talk on the Bosch magneto. A representative of the British-American Oil Co. talked on the importance of proper lubrication. Among the shop instructors were: W. Chilton, dealing with carburetors; E. Lisk, who covered the ignition system and magneto troubles. R. Stevenson put the lads through a course in transmission assembly and Thos. Dickson on babbitting and bearing adjustment. J. Stafford, of the Regina branch also handled transmission work, and J. Nichols, Regina, cylinder head and valve work. J. Bruce instructed the students on valve and ignition timing and D. Johnson, of the Regina office, lectured on clutches and bearings.

During the session the new Ideal all steel separator was used for demonstration purposes.



More Power—Longer Life

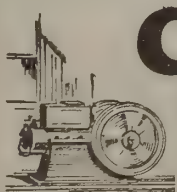
Steel, Water-proof Case

THESE are the two reasons why the Columbia "Hot Shot" is the best ignition battery for gas engines and tractors. The Columbia "Hot Shot" Dry Battery is a single, solid package, quickly connected to the two wires of your ignition, and requiring no further attention. Its full power is available for instant starting at any time. It is not affected by cold, and because of its extra long life the Columbia "Hot Shot" is the most economical Battery you can buy.

Columbia Dry Batteries for all purposes are for sale by implement dealers; electricians; hardware and auto-accessory shops; garages; general stores.

CANADIAN NATIONAL CARBON CO., LIMITED

Montreal Toronto Winnipeg



Columbia
Dry Batteries
—they last longer

12FC



The Value of a Case Contract

A new sales promotion plan, which is bound to increase your business in 1923, is now offered to all Case dealers.

This plan is simple, practical and complete. It produced business last year in territories where it was used. This year it is open to all Case dealers.

In addition to this effective plan, a Case sales contract carries the following advantages, of particular value at this time:

Reputation—The Company was founded 19 years before Abraham Lincoln became President, and has grown in the esteem of farmers everywhere because of its honest products and honest dealings.

Quality Product—Case tractors, threshers and power farming machinery are noted for their superior qualities of design and construction.

Extensive Line—A line of power farming machinery sufficiently extensive to meet the requirements of every farmer and of every condition in your community.

Large Manufacturing Facilities—Unexcelled facilities for producing in quantity high grade machinery to sell at volume prices.

Large Sales Organization—A large, well organized and efficient sales force that will miss no opportunity to assist our dealers at any time.

Effective Advertising—Forceful sales messages in leading farm journals and other effective advertising to the best farmers in every part of the country.

Service Facilities that enable our dealers to keep Case owners satisfied.

Profit—Larger volume with little or no increase in overhead expense—this is the assurance of profit offered by the Case sales contract.

If you are determined to gain leadership in the power farming machinery business in your territory, come in to our organization and take advantage of these opportunities now.

J. I. CASE THRESHING MACHINE COMPANY

Dept. C44

Racine

Wisconsin



NOTE: We want the public to know that our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Company.

Factory Branches: ALBERTA: Calgary, Edmonton. ONTARIO: Toronto. MANITOBA: Winnipeg, Brandon. SASKATCHEWAN: Regina, Saskatoon.

Fairbanks-Morse Organization Have New Windmill

This season the Canadian Fairbanks-Morse Co. are selling through their Western Canadian branches their new line of type "V" vaneless windmills. These mills are made with 10 or 12 feet wind wheels, the former with six sections the latter with eight. In the 10 ft. mill the stroke varies from 4 to 8 ins. and in the 12 ft. mill from 4 to 10 ins.

The wind wheel of this Fairbanks-Morse mill is so arranged in sections that the centrifugal force of the wheel's rotation inclines the sections so as to decrease the sail area. When maximum speed is reached the wheel will go no faster, no matter what pressure of wind there is. The wheel runs behind the tower so that no vane is necessary as a rudder. The wood parts of the type "V" mills are of seasoned materials, carefully selected and well painted. The main bearings are babbitted and have compression grease cups. The main frame is of exceptional strength and is cast solid on the pivot pipe, the latter being lathe turned to take

the accurately bored piston rod guide.

Throughout this mill is carefully designed and double nuts at all connections prevent parts breaking loose. Steel truss rods and braces assure rigidity in design. In the pumping mechanism we noted the long babbitted engine guide for the piston rod. The upper end of the piston is of square cold rolled steel. A hard maple steel strapped pitman is used, and the governor weight can be adjusted so that any suitable speed may be had. A balance weight on a forged steel arm compensates for the weight of the wind wheel so that the latter faces the wind instantly and easily. The type "V" mills can be fitted on either a wood or steel tower, and they are interchangeable on the steel tower with all of the same diameter mills manufactured by the company.

Cleaning Seed Grain

Beyond the sale of fanning mills for grain cleaning and grading at this season of the year the dealer should pay attention to the local demand for smut machines. Whatever the price of wheat may be, the farmer who raises wheat should sow the very best and cleanest seed procurable. In too many years the treating of seed has been neglected, and the dealer should show smut cleaning machines on his floor and should talk seed cleaning to his customers. With a sample machine he can demonstrate the efficiency of the machine he carries, and he has many good sales arguments with which to develop a demand.

Smut is increasing steadily, and there was more smut in the 1922 crop than in the crop of 1921, and more in 1921 than in 1920. The dealer should point out to his customers that the difference in price where grain is graded smutty is often six or seven cents. This should be

sufficient inducement for the farmer to treat his seed, and the loss if he does not would rapidly pay for his investment in an up-to-date and efficient smut machine. Stinking smut or bunt is the kind most common in the Canadian West, and it is quite easy to treat. A pint of formaldehyde to 40 gallons of water will be sufficient to treat forty or fifty bushels of wheat. Treating the grain by sprinkling it while it is piled on a clean floor is not an assurance that the seed is properly treated.

In the smut cleaner, of which there are several types on the market, the kernels are treated in a more thorough manner. The immersion smut machine, in which the seed is thoroughly soaked in the solution, and the light seeds, like weeds, etc., which float, are removed, gives perfect results. These machines are strongly built and of large capacity. They can be operated by hand or power, and the grain is elevated from the tank after treatment, while the design of the machine allows the solution to be conserved. In one machine a device may be had for treating oats and barley as well as wheat.

In view of the reasonable price of such equipment it should appeal to the farmer who wants to use clean seed and to have the seed he sows germinate. By treating for smut, with a reasonable yield, he may increase the value of his wheat over \$2.00 an acre, so that it does not take long for the smut machine to pay for itself, while with care it will serve him for years.

The most successful farmers use the greatest care in selecting and treating every bushel of grain sown. They know it pays and pays big. Even when smut is not present it is much the wiser plan to pickle the seed and thus prevent trouble. You can never tell when or from where smut may come. It is carried by

threshers, scattered by grain elevators and railroad cars, mixed in the exchange of grain sacks and carried by the wind. The only safe way to ensure a good crop is to run every bit of seed through a pickler.

The Advance in Materials

In an address by F. R. Todd, of Moline, Ill., as read at a convention at Kansas City, a bill of material was presented such as is used by his company in a normal year's requirements. The figures indicate the percentage of increase at the respective dates, the bottom of the market being at March 1, 1922:

November 15, 1921.....	76.2%
November 29, 1921.....	70.8%
January 3, 1922.....	76.6%
March 1, 1922.....	61.5%
April 22, 1922.....	66.5%
May 23, 1922.....	72.9%
July 20, 1922.....	77.4%
September 20, 1922.....	93.1%
December 28, 1922.....	92.8%

The Cost of Grain Production

The cost of producing Marquis wheat at the Dominion Government Demonstration Farm at Avonlea was 52 cents per bushel, according to the report of the supervisor, E. C. Sackville, just published. Banner oats cost 26 cents per bushel to produce and Victory oats 30 cents per bushel.

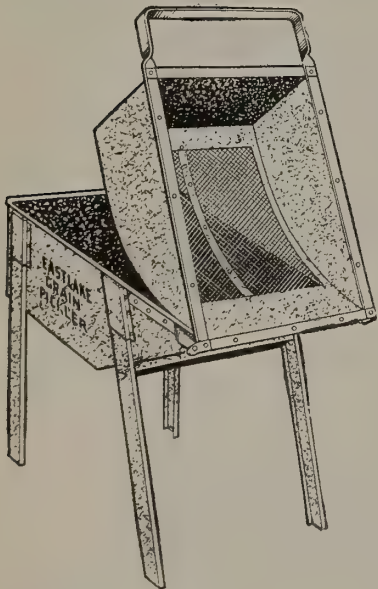
Canadian Trade with Argentina

Manufacturers of agricultural machinery in Canada would do well to pay attention to the growing commerce with Buenos Aires, and especially to observe that there is one of the celebrated annual exhibitions being held there in May, from the 5th to the 13th. Specimens of threshing, milling and bread-making machines, of seed-wheat, seeders and graders, will be interesting. All are in demand in Argentina and will be shown with instructions and literature from different countries. These exhibits are free of duty, and if manufacturers have no agent in Argentina, they may consign to the Department of Agriculture there.

U.S. Manufacturers' Convention

Announcement is made by the executive committee of the United States National Association of Farm Equipment Manufacturers that the thirtieth annual convention of that organization will be held in the Statler Hotel, Cleveland, October 24, 25, 26, 1923. These dates were chosen so as to avoid a conflict with the National Hardware Convention and with the National Dairy Show.

"EASTLAKE" Grain Pickler



Dealers

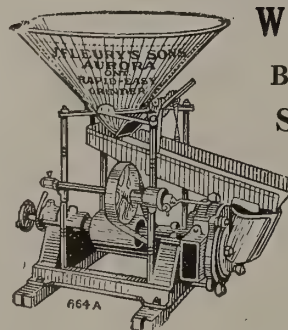
Put in a sample on your floor for display. It brings sales, your customers are attracted by the simple, easy operation of the "Eastlake"

The price is right. You get a good margin of profit and the pickler is one you can recommend.

Write for List No. 93

The Metallic Roofing Co.
LIMITED

797 Notre Dame Ave., Winnipeg, Man.



WHY SELL THE "RAPID-EASY"?

BECAUSE OF ITS
SUPERIORITY:

PROFIT MAKERS
FOR DEALERS

Light Power Requirements, Durability,
Operating Economy, Large Capacity,
Simplicity, High Class Work, Safety,
Efficiency, Superior Grinding Plates,
Moderate Price, Long, Lasting,
Steady, Satisfactory Service.

Write us for Illustrated Circular. State Requirements

J. FLEURY'S SONS, AURORA, ONTARIO

Western Agents; John Deere Plow Co., Ltd.

Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Lethbridge

Gray

WIDE DRUM
DRIVE TRACTOR

Two Seasons' Work — \$4.90 in Repairs

D. T. Taylor, of Hay Springs, Nebraska, has had extensive experience farming with a Gray Wide Drum Drive tractor. He says:

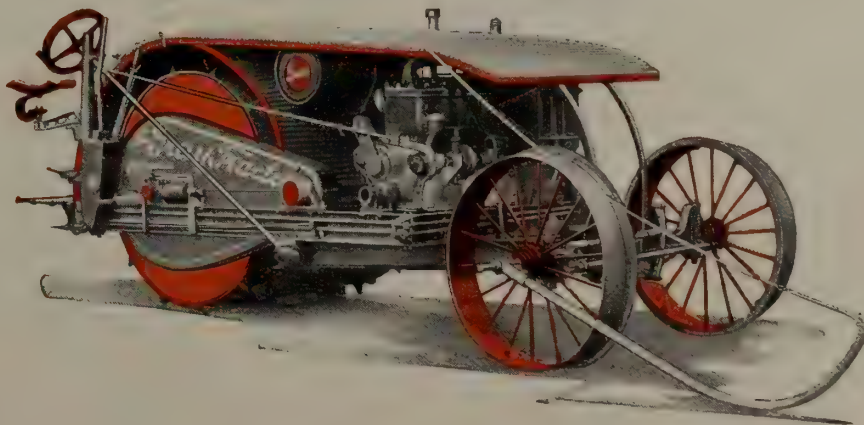
"I have used my Gray two summers and one spring, discing in grain, in cornstalks, breaking sod, breaking stubble land and alfalfa land and in all kinds of work. As soon as the frost was out of the ground eight inches we were able to go on with a tandem disc and harrow and put in wheat, oats and barley earlier than we could have possibly gone on the ground with other tractors. The Gray is an all around tractor. Have run nearly two seasons with only \$4.90 repair bill. This is the third tractor I have owned and the Gray is the only tractor that I would buy or care to operate."

This wonderful record is not an unusual instance. Hundreds of equally strong recommendations for the Gray prove that it is the best kind of a paying investment because it does the hardest kind of work, does more of it, and stands up year after year with the very lowest upkeep cost.

This is the kind of a tractor the farmer wants. This is the kind of a tractor for the dealer to sell. Write at once for the Gray catalog, and if you are a dealer, be sure to find out about Gray marketing plans.

GRAY TRACTOR COMPANY, Inc., Minneapolis

WICHITA, KANSAS — 123-125 S. Wichita Street
GRAY TRACTOR COMPANY of Canada, Ltd.
180 Lombard Street Winnipeg, Manitoba



"Busyness and Business"

At times the executives of implement distributing concerns are heard to condemn the retail dealers for lack of aggressiveness and enterprise in going after business. While the great majority of dealers are alert to business possibilities, it must be admitted that some are not. This is regrettable in a year when stick-to-itiveness is an essential, if demand is to be developed. The times call for close attention to business on the part of every retailer, and the man who does not follow this principle need not complain if he finds business non-existent. Just a couple of cases, for example:

The traveller for an implement house arrived at a junction one evening at seven o'clock. He hunted around for their dealer and finally found the latter curling at the rink. The traveller had to catch a train out at eleven o'clock, and asked the dealer, as a favor, to meet him at 9.30 so as to go into some business matters. The traveller waited patiently at the hotel, but the dealer did not show up until 10.40—too late for anything to be done. It may be argued that this was after business hours, but surely business is of as great importance as a friendly game on the ice. Such a policy hardly enhances the value of its dealer in the eyes of a wholesale firm.

The other week the sales manager of a large implement house, while out on the territory, called upon one of their dealers. He was met with loud complaint because some information asked for regarding a particular machine had not been sent him. The sales manager looked at the dealer's desk, and beheld a pile of correspondence—unopened. He idly turned it over, picked out a letter and said: "Here is the information. By the post mark it has been here for ten days, but is still unopened. We are hardly to blame if you lack interest in even opening your mail."

This dealer finally admitted that the fault was his, but the moral is that retail men who neglect so fundamental a thing as correspondence can hardly hope to secure profitable business in these strenuous times. The trouble is that when condemnation of this type of dealer is made, it is disparaging to all dealers. Peter Keary's theory—"get on or get out"—is not a bad one under present business circumstances. Business will only come to the man who keeps

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF AND DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—J. B. Rathbone, 95 King St. E., Toronto;
317 Transportation Bldg., Montreal.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign, \$1.25 per year; Single Copies, Ten Cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, MARCH, 1923

after it, using every means known to develop sales.

Price and Demand

It is regrettable that manufacturers have been compelled to adjust prices this season so that advances are evident in some lines, but the trouble lies in the fact that last season prices were too low on many lines when the cost of production is taken into account.

In 1922, in material lines, prices and production both increased, but basic commodities were produced more rapidly than the level of prices. This spring we see advances in iron and steel and particularly in hardwoods. This lead to the present situation, for factories have to enter the market for materials at considerably over 1922 quotations. Even so, there has been an improvement in the agricultural situation, and the incompleteness of the revival in agriculture is partly explained by the disorganization of European markets, since the price of agricultural products are more dependent upon export demands than prices of other classes of commodities.

The reductions made in the prices of farm equipment last year were made with a view to stimulating demand, and it is just possible that a similar vol-

ume might have been had at the higher price, for it seems that the factor of price was not so great a matter as is generally conceived. With aggressive sales methods the dealer will find business in his territory this spring, and more attention should be paid to the small lines than in the past. Power farm equipment, while it meant big business during war, should not be pushed to the extent of neglecting the other staple lines upon which the dealer built his business in pre-war days.

Coals to Newcastle

It seems a poor advertisement for Canada to learn that we are importing thousands of pounds of New Zealand butter which is being wholesaled at 50 cents. Primarily we are an agricultural country. We have somewhat of a reputation for wheat production, but Western agriculture will be on a more stable basis when we see more mixed farming, more cows, more dairy products. With dairying we will have more prosperous farmers and a steady revenue for them that will react to the benefit of those who are selling farm equipment and supplies. It seems scarcely logical to buy imported butter in a country where we call farming the national industry.

Instructional Schools

The various schools on tractor operation and maintenance being held this spring, whether by individual companies or by the various agricultural colleges, are a feature which merit the whole-hearted commendation of power farm machinery dealers throughout the west.

In many cases the dealer, when he sells a tractor, has not the time to give the purchaser as much instruction as he would like. Attendance at those schools by the farm lads—for usually it is the younger generation who are operating the tractors—assures the development of a breed of better operators for the tractors in use upon the western plains.

In days gone by the dealer knew the worry and expense of service work in connection with keeping the tractors sold. For reasons which often were foolish he had to drive out to the farm of the tractor owner and to rectify some little matter which a course of instruction would never have necessitated. The schools are steadily making a better, more efficient army of operators, who can keep the tractors at work and overcome all normal troubles. Less time is lost by the owners, and the sales expense of the dealers is lessened, for the farmers require infinitely less service when they know what to do when trouble arises.

The man who can keep his machine going, and who knows in a thorough manner its operation and maintenance, is a satisfied customer, and is the man who is a good advertisement for the tractor he owns; hence for the whole power farming idea. By all means let the dealer start the owner right when he sells a machine, but in every case dealers should endorse attendance at a tractor school as a means of learning pointers which may be of infinite value in the future operation of the machine.

Increasing Your Turnover

Every dealer ought to know by records he keeps how long each article has been in stock. At stated times such should be gone over, item by item, and each item appraised according to market conditions and its value, says Farm Equipment Merchandising. If the line has been too long in stock, mark it down. It is better for you to take a small loss now than to take a larger loss later on; for the inevitable result of holding on to stock is to constantly increase its cost to you.

Work with only one thought in your mind, which is to mark your implements at a price which will insure that they sell rapidly. Instead of disputing about the matter, try it, and see for yourself how moving your stock rapidly enables you to keep down your overhead, and therefore your selling prices.

The interests of all groups of distributors center, in the final analysis, on the rate of turnover secured by the retail dealer. He is the one who is in touch with

the consumer. If the goods move slowly out of his store, they also move slowly for the manufacturer and wholesaler.

But it is at once evident that the retail implement dealer's rate of turnover on a given line of goods, granted that he buys it reasonably well, depends to a very great extent on the demand which already exists for that line. It is as important to get the demand already created as to create new demand for a given line.

Business Changes—Personal Items

The City Service Garage, Regina, has changed hands.

S. J. Woods, a harness dealer at Carman, died recently.

Partnership is registered in the Reimer Motor Co., Winnipeg.

The Queen City Motor Co. is a new concern in Regina.

A harness dealer named McKay has commenced at Amisk.

Central Motors, Moose Jaw, report fire loss last month.

D. McKay has opened a harness store at Forestburg.

Stave-Lock Silos, Ltd., has been incorporated at Edmonton.

Brown & Post have commenced in the car business at Glenella.

W. L. Scharff is a new implement dealer at Hartney.

Douglas & McRae, auto dealers at Indian Head, are succeeded by Douglas & Johnston.

D. D. McMillan, auto dealer at Landis, has sold to Lucas & Ehlinger.

It is reported that J. W. Closs will commence in the harness business at Shellbrook.

G. W. Brown, implement dealer at Swift Current, has sold out to M. O. Rollefson.

J. D. Fogg had fire loss in his harness business at Togo last month.

Wm. Butler, a harness dealer at Turtleford, was burned out during February.

The Webb Machine Company has discontinued business at Kamloops.

Mabee, McLaren Motors Ltd. has been incorporated at Kelowna.

W. H. Dingwall has commenced in the automobile business at Dryden.

W. G. Kilgour has commenced in the implement business at Baldur.

J. B. Grobowski is the name of a new farm equipment dealer who is operating at Brunkild.

Geo. A. Wolfe has discontinued his implement and auto repair business at Irvine, according to a report.

J. A. Blair has commenced in the automobile business at Tyn-dall.

Partnership is dissolved in the implement business of Flanagan & Audette, at Beatty.

Holmgren & Patterson are owners of a new automobile concern at Estevan.

Walter Collins has recommenced his harness store at Rhein.

A report states that Doan & Doan, implement dealers at Pense, have dissolved partnership.

V. Taylor is said to have discontinued his automobile business at Weyburn.

Irvine Stewart has sold out his harness business at Okotoks to J. L. Rowe.

A. S. Olsen, an implement dealer at Bowell, has moved to a new location in that village.

The Smoky Lake Motor Co., Smoky Lake, suffered fire loss in their premises last month.

Adolphe Johnson is reported to be commencing in the automobile business at Pelly.

The Williams Motor Co. have discontinued their branch at Regina.

F. Horning is now carrying on an implement and harness business at Simpson.

The Western Body Works, Ltd. was recently incorporated at Winnipeg.

Fred Smith is the latest addition to the implement fraternity at Balgonie.

J. T. Seward has commenced in the automobile business at Wiseton.

The Avery Grain Door Sales, Ltd., has been incorporated at Calgary.

Nunn Bros., implement and hardware dealers at Landis, suffered fire loss in their premises recently.

Koffman & Duchan, auto top manufacturers in Vancouver, are reported to have sold out in that city to S. Gillow.

We regret to note that A. E. Donovan, implement distributor at Yorkton, sustained fire loss recently.

W. M. Warren, western manager of the Henry Furnace & Foundry Co., Minneapolis, will visit Winnipeg during March.

It is reported that P. F. Griffin, implement dealer at Wolseley, is negotiating the sale of his business.

J. D. Fogg, harness dealer at Togo, suffered fire loss in his premises recently. Damage was covered by insurance.

A. G. Huckin of the traffic department of the International

Harvester Co., passed away Feb. 26 after a brief illness.

Fouhse Bros., automobile men at Spalding, have dissolved partnership. Frank Fouhse continues the business.

W. Hatch, garage owner at Kelwood, has taken a partner in the business, which now operates as Hatch & Couston.

A. Dixon, manager of the Burd Ring Sales Co., Winnipeg, recently returned from a visit to Regina, Calgary, Vancouver and other Western trade centres.

W. J. Wilson, sales manager of Western Steel Products, Ltd., Winnipeg, recently returned from a visit to Eastern Canada.

H. B. Hartley & Son, automobile dealers at Lampman, are reported to be selling out their interests in that centre.

J. Armbruster has taken a partner into his implement business at Killaly. The firm now operate as Armbruster & Ulmer.

Machinery Manufacturers Ltd., a farm implement concern, was recently incorporated at Saskatoon.

A report states that Graham & Anderson, implement dealers at Edmonton, have dissolved partnership.

The business of the Tractor Company Ltd., Saskatoon, was recently advertised for sale by E. H. Briggs.

G. M. Neuart, partner in the automobile firm of Neuart Bros. & Grierson, at Invermay, died recently.

Mingle Bros. have taken over the automobile business at Bromhead formerly owned by Hanson Bros.

It is reported that Paradis & Bolstead, implement dealers and garage owners at Meyronne, have dissolved partnership.

G. A. Connor, of Connor & Muir, automobile agents at Ladner, has sold out his interest in the business to Mr. Muir.

Lloyd Clinch, an implement dealer at Blaine Lake, has sold out to an implement man named Harchanko.

L. Campbell and L. C. R. Smith, formerly operating as Smith & Campbell, implement dealers at Melfort, have dissolved partnership in that town.

The Canadian Stover Gasoline Engine Co., Brandon, has been sold to the Canadian Stover Co., of which John A. MacPherson is proprietor.

In St. Paul de Metis, Guertin Bros., implement dealers, have sold out to Dussault & Robin, while R. J. Welch is commencing a harness business.

A commercial report states that the affairs of Jackson Machines Ltd., thresher manufacturers at Saskatoon, are being wound up.

McConnell Bros., the well-known dealers at Hamiota, are handling the International and Advance-Rumely lines in that town.

We understand that F. X. Chauvin, formerly manager at Brandon for the Huber Manufacturing Co., has severed his connection with that company.

Jos. Allard has discontinued his implement business at Mariapolis, and in the same town W. L. Choquette has sold his car business to P. Magor.

A. Prugh, manager of the Gray Tractor Co. of Canada, Winnipeg, will visit Calgary and other Western trade centres during March.

T. Roncy, Winnipeg, manager for the Minneapolis Threshing Machine Co., is still in the United States. He went south early in the year.

Fred Weed, Winnipeg manager for the De Laval Co., Ltd. recently returned from a visit to the eastern United States and New York city.

S. Frass, harness dealer and grocer at Odessa, has discontinued his grocery lines and will carry on the harness business only.

It is reported that McKenzie & Klapstein, implement dealers at Edmonton, are dissolving partnership, L. Klapstein withdrawing from the firm.

J. T. Atkinson, manager of the Calgary branch of the J. I. Case Threshing Machine Co., recently returned from a two weeks visit

to the agencies of the company throughout British Columbia.

In a recent fire at Gleichen, Harold Dunn, implement dealer, and Hall & Gamble, automobile dealers, sustained fire loss. The damage of both firms was covered by insurance.

D. N. Jamieson, of the Winnipeg branch of the R. A. Lister Company of Canada, spent three weeks last month in a visit to Edmonton, Vancouver and other Western trade centres.

Lamontagne, Ltd., wholesale harness dealers, have discontinued their branch at Winnipeg, while Pratt & Coote are a new wholesale harness firm in the city.

W. N. Robinson, manager of Robinson-Alamo, Ltd., Winnipeg, recently returned from a business visit to Chicago, Toronto and other points in the south and east.

We regret to note the recent death in the east of the father of F. N. McDonald, implement jobber in Winnipeg, and of Mr. McDonald of the Saskatoon branch of the Advance-Rumely Thresher Co.

W. Umbach, Western manager of the Waterloo Manufacturing Co., Portage la Prairie, recently spent a day at the Winnipeg branch of the company in conference with Mr. Herron, branch manager.

David Drehmer, vice-president of the John Deere Plow Co., and manager of the Winnipeg branch of the company, returned to his desk the first of the month, after a visit to the head office at Moline, Ill.

A. R. Welton, manager of the Gregg Manufacturing Co., Winnipeg, recently paid a visit to the head office of the company at Minneapolis. The company are

installing a rim bending machine in their Winnipeg factory.

The White Motor Co., Cleveland, for 1922 show gross sales of over \$37,000,000, and net earnings, after all charges except dividends, of more than \$3,700,000. The total assets of the company are over \$36,000,000.

The Lambert Stooker Company Ltd., Winnipeg, are applying for supplementary letters patent to increase the stock of the company from \$100,000 to \$1,000,000 by the issue of 90,000 shares of one hundred dollars par value.

It is reported that the Universal Milking Machine Co., Columbus, O., has applied for a charter in Wisconsin with the intention of moving to Waukesha, where a plant is to be erected at a cost of \$75,000.

W. J. McLeod, who has been assistant manager of the Winnipeg branch of the McLaughlin Motor Car Co. for some years, has been appointed manager of the Calgary branch of the company. He took over his new position on March 1st.

F. Pratt Kuhn, for over five years manager of the Winnipeg office of A. McKim, Ltd., the advertising agency, has been promoted to the position of chief account executive at the head office in Montreal. He will be succeeded in Winnipeg by R. F. Griffiths.

C. W. Northcott, sales manager of the Goold, Shapley & Muir Co., Brantford, Ont., spent a week or two at the Regina office of the company lately. Mr. Northcott reports trade as improving in the East, and there is a lack of skilled mechanics in some manufacturing centres.

E. R. Paige has been appointed sales manager of Willys-Overland Ltd., and will be located at the head office in Toronto. Mr. Paige has been connected with the Simons Sales Company, of Detroit, for the past three years, latterly as sales manager. He has had a wide experience in the automobile business.

In our last issue we noted, from a commercial report, that W. H. Ferguson, Vegreville, had sold out to J. J. Stanton. Mr. Ferguson advises us that this is incorrect, and that the Vegreville Implement Co. are taking over the Cockshutt agency and the tractors and threshers of the Minneapolis Steel & Machinery Co.

John Wilson, one of the pioneers of Toronto and father of W. J. Wilson, sales-manager of Western Steel Products, Ltd., Winnipeg died recently at the advanced age of 81. A veteran of

the Fenian Raid, and past president of the "Veterans of '66" he was deputy governor of Toronto jail for 14 years.

N. J. Rutledge, Canadian sales manager of the J. I. Case Threshing Machine Company, Racine, Wis., spent a few days early in the month at the Winnipeg branch of the company. He reports a distinct improvement in trade in the United States, and believes that business in the Canadian West will show steady improvement.

Canada a Heavy Implement Buyer

A report from the Agricultural Implements Division of the U.S. Department of Commerce, in dealing with implement exports for 1922, states that approximately one-third of all implements exported went to Canada.

Tractors and threshers were the principal articles exported to Canada. A total of 4,688 tractors, of which 4,495 were of the wheel type, went to this country during the year. The exports of threshers to Canada were valued at \$1,739,014.

Implement Trade Improving

Dun's Review recently held an inquiry into conditions in the implement manufacturing business in the United States. Their report, based on information received from manufacturers, shows that business improved materially in the first two months of the year. The report by this commercial agency says in part:

"It may even develop that manufacturers have been too cautious about expanding their production schedules and that a scarcity of certain implements will result. Some declines in prices have been reported, but the general tendency seems to be upward. Prices are now about 10 per cent. higher than they were a year ago. The high costs of labor and of raw materials, especially steel, are the chief factors in strengthening prices. It is not expected, however, that prices will rise much higher in the near future."

Farm Production Values in U.S.

A report from the U.S. Department of Agriculture shows that the gross value of agricultural production in 1922 was \$14,310,000,000, compared with \$12,402,000,000 in 1921. These figures include the animal, poultry and dairy products as well as crops.

ROTARY ROD WEEDER

We will appreciate inquiries from Dealers who are interested in selling an implement that will take out weeds in summerfallow land. 1923 prices greatly reduced. Over 700 now in use in Western Canada.

Manufactured By
**Rotary Rod Weeder
& Mfg. Co.**
Cheney, Wash., U.S.A.

Sold in Western Canada by

**Northern Machinery
Company Limited**
CALGARY - - ALBERTA

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2½ qt. bags.

Write for Dealers terms and prices.
Strictly wholesale.

North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0
Square Head

JOHN DEERE COST-CUTTING NEW MACHINERY

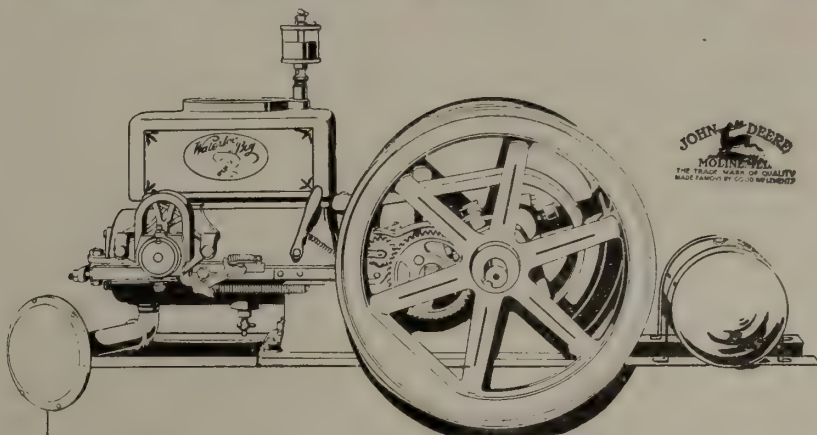
Entirely New

Model H

Hit-and-Miss

Gasoline Engine

Finest Engine Built For
Farm Use or For Any
Purpose Demanding
Maximum Power Efficiency
and Fuel Economy



Built in Sizes 2 3 and 5 Horse Power Only

NOTE: Crank shaft is of large diameter, heat-treated steel with all bearing points ground to size, and with babbitted bearings carefully fitted. Crank shaft bearing so that thrust is against the engine base, NOT AGAINST THE BEARING BOLTS. Mixer is unusually simple and furnishes the proper mixture of gas, giving a hot, fat spark, insuring proper

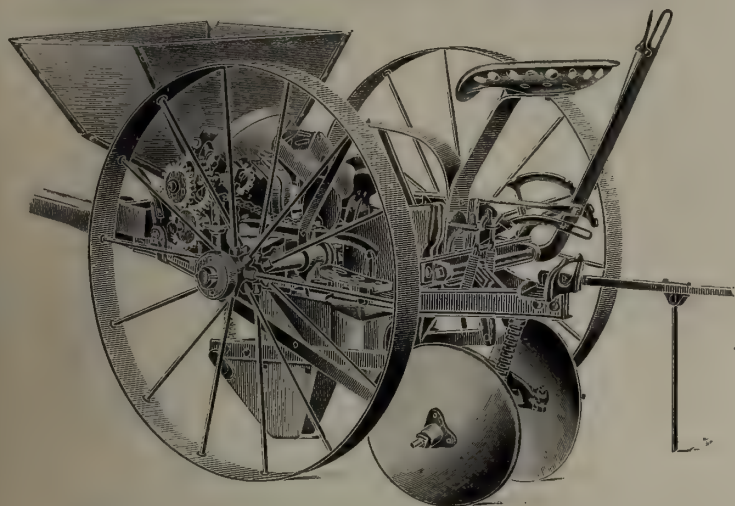
ignition under all variations in speed. No dry cells are necessary—the magneto furnishes the necessary ignition for starting as well as for operating. SIMPLE GOVERNOR and SPEED CONTROL; THE SMOOTHEST RUNNING ENGINE OPERATING TODAY.

Character Analysis

of this Hit-and-Miss

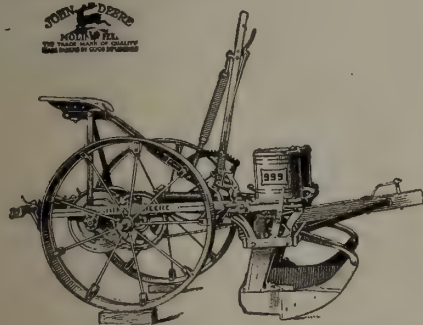
(1) It is extremely simple; (2) it is the easiest possible engine to understand and operate; (3) it is free from all complications in construction and adjustments; (4) it is built of sterling quality and therefore it will have a long life under any conditions of hard and continuous service.

Hoover Potato Planter



The "Hoover" visible potato planter (with automatic seed control) is one of the best selling lines in field implements the dealer can handle. Its serviceable appearance at once commands confidence—it LOOKS its price and a great deal more. Absolutely automatic in controlling amount of seed in the picking-chamber. Operator has a clear view of the entire operation and perfectly uniform work is assured from start to finish. The "Hoover" is very light on the horses. Roller bearings to main axle in roller bearing boxes, bolted solid to the main frame. A machine that does perfect work and effects immense saving in production costs. Get complete illustrated literature of this and also of the HOOVER SEED POTATO CUTTER.

John Deere No. 999 - Corn Planter



A planter that operates with amazing accuracy. Its "counting out" system gives almost greater accuracy than if the seeds were counted and carefully planted by hand, and will plant thick or butt kernels without losing this high degree of accuracy.

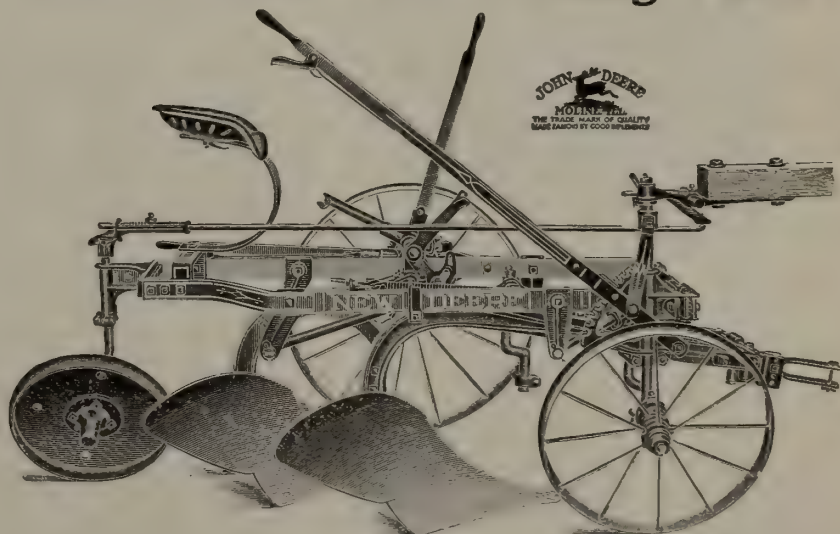
No springs in valve action. Valves do not scatter or clog. Even checking regardless of team speed. Can be instantly changed for planting, 2, 3, or 4 kernels per hill without stopping team or leaving seat. Equipped with the Famous Natural Cell-Fill, Edge-Delivery Seed Plates.

John Deere Manure Spreader

An indispensable to the saving of time and labor costs in replenishing the soil with the barnyard manure. Covers a wide acreage in short time. Rear wheel does the work of the horses on a horse power and the beater plays the part of the tumbling rod. Let us send you some remarkable details in the history of this spreader and what its STRAW-SPREADING attachment is doing to further enrich and bind the lightest soils. A JOHN DEERE SPREADER IS AN ESSENTIAL TO PROFITABLE FARMING.



New John Deere Gang Plow



Equipped with quick detachable shares, this famous John Deere Plow has made some astonishing records in first-class plowing. Made of heavy steel beams of extraordinary strength. Rigid steel frame; convenient landing lever; adjustable pole plate; strong steel clevis, with ample adjustments; high wheels with wide tires and oil-tight dust-proof boxes. LIGHT DRAFT because all weight is carried on the wheels; no bottom or land-side friction. POWERFUL FOOT LIFT that a small boy can easily operate. A slight push lowers the plow. Can be set to lock automatically, or left loose for stony or rooty ground.

YOU CANNOT SELL A MORE PERFECTLY BALANCED PLOW—AND MOST FARMERS HAVE USED IT.

JOHN DEERE

WINNIPEG

REGINA

SASKATOON

PLOW CO., LTD.

GALGARY

EDMONTON

LETHBRIDGE

Waterloo Organization Add to Lines for 1923 Business

W. Umbach, western sales manager of the Waterloo Manufacturing Co., with headquarters at Portage la Prairie, reports that in connection with 1923 business they have not only maintained their regular lines but have several new developments which will interest western dealers.

The well known line of Heider tractors, as handled by the company are reinforced by two new sizes. The former Heider models were manufactured in 9-16 and 12-20 h.p. sizes. The company will continue to sell these models, D and C, but now have in readiness for the trade a new model "P" Heider tractor with 12-24 h.p. rating, and a model "E" with 18-36 h.p. rating. These new Heider models have a guarantee of surplus power, and the 18-36 h.p. Heider is especially manufactured to give ample belt power for operating a 28 inch cylinder separator under the heaviest threshing conditions.

The Waterloo organization state that for power farming purposes the new 18-36 h.p. Heider is somewhat in advance of anything on the market at the present time. It combines light weight with remarkable fuel economy, and

ample strength with convenience in operating. Refinements and improvements are made in the original Heider design which make for still greater efficiency in field and belt work, and the distributors believe that the farmer will find the new model "E" with its 18-36 rating an ideal power farming machine.

As in the past the company will continue to distribute the well known Eagle tractor, which is made in two sizes: 12-22 h.p. with a 7x8" two cylinder motor, and the 16-30 Eagle with a two cylinder 8x8" motor. The design of the Eagle tractors is very simple and accessible, and they are most efficient for all haulage and belt work jobs. Hyatt anti-friction bearings reduce transmission resistance of power and deliver a very high percentage of motor power to the drawbar. The Eagle tractors, say the company, have made many friends in the past few years and with the improvements in design in the 1923 models they guarantee more surplus power, even more economy in fuel, and greater convenience in operating.

The tractor prices quoted by the Waterloo organization are somewhat below pre-war lists, even although the machines are more

highly developed, with more power and less weight. The prices offered are such that they form an attractive investment for the farmer.

In addition to their tractor lines the company have already on hand stocks of their well-known line of Waterloo "Champion" separators, which are made in seven sizes. For over 60 years this thresher has been sold to Canadian farmers, and its enviable reputation, year after year, shows that it has every feature which the farmer and thresherman values as regards capacity, economy and good work. In their own line the company also stock Waterloo steam engines in a variety of sizes, running from 16 to 25 h.p., for farm or road work.

In addition to their tractor lines they carry a complete stock of Rock Island tractor plows and tractor discs so that Waterloo dealers have available a complete power farming machinery line to place before their prospects. The company are now allocating territory for 1923 business.

Pomposity is ability only when seen on the comic stage.

The largest rewards go to those who take the greatest risks.

Cadillac Cars to be Made in Canada

General Motors of Canada announce that a new company, the Cadillac Motor Co. of Canada, Ltd., has been organized, with headquarters at Oshawa. Parts for the Cadillac are already in the Oshawa factories of General Motors, who will start production at once. The company will market the Canadian-made Cadillac car through distributors, as in the past, but they seek to establish a very widespread sales system.

The entire country from coast to coast is being organized as rapidly as possible, so that Cadillac will have a nation-wide distribution in Canada in the course of a very few months, with adequate service stations for the convenience of Cadillac owners.

The officers of this new company will include R. S. and G. W. McLaughlin as chief executives, with J. H. Beaton as sales manager and W. A. Coad in charge of production.

Implement Production Increasing

The National Association of Farm Equipment Manufacturers in the United States, in a recent announcement regarding the increase in production and sales of farm machinery, said:



E-B 12-20 H. P.
Kerosene Tractor



E-B No. 102 3-Bottom
Tractor Plow



An Ideal Plowing Outfit

Turn Spring Plowing Into Sales With These Profit Producers

Spring plowing always represents a need for *more power* and *more efficient equipment* to enable the farmer to compete successfully with the usual short, wet spring season. Convert this need into profitable sales by selling **E-B 12-20 Kerosene Tractors** and **E-B No. 102 Tractor Plows**. The farmer so equipped can plow greater acreages, in the shortest possible time, at the lowest cost per acre.

And in making his selection of a tractor plowing outfit, he is going to be favorably impressed by such features as those listed in this advertisement. **Drive these points home to every tractor prospect!** You'll be many times repaid for the effort by your increase in plow and tractor sales.

E-B 12-20 H. P. Kerosene Tractor

E-B 4-Cylinder Engine. Heavy duty, slow speed, with ample reserve power for hard pulls. Operates economically on either gasoline or kerosene.

Twist-Proof U-Frame. Solid foundation for motor, transmission and rear axle.

Cut Steel, Drop-Forged Transmission Gears. All gears in dust-proof housing and run in oil bath.

One-Unit Transmission and Drive Shaft. Quick transmission of power with minimum wear and friction.

E-B Gear-Driven Fan. No belt trouble.

Pulley Geared to Drive Shaft. Full power delivered for belt work.

E-B No. 102 Tractor Plow

Light Draft. No landside friction.

Quick Detachable Shares. No bolts, nuts or screws to remove. No tools needed. Simple hand lever lock does the work — an exclusive patented E-B feature. Shares can be put on in five seconds.

Easy, Positive Lift. Plows raised and lowered by simple power lift.

Dust-Proof, Oil-Tight Boxes which give long wear.

Lots of Clearance. Assure freedom from clogging with trash.

Convenient Levers. All levers extra long and within easy reach from the seat on the tractor.

Begin today. We'll help you. Write for details

Emerson-Brantingham Implement Company, Inc.
Business founded 1852
ROCKFORD, ILLINOIS

Branches and Stocks at Regina, Winnipeg and Saskatoon

"From practically every line represented by the Association come reports that production and sales during the months of December, 1922, and January, 1923, ran far ahead of the same periods a year ago, in some instances 100 per cent. or more above the figures of last year.

"While the present volume of trade is still subnormal, the situation is encouraging and offers positive evidence that the buying power of the farmer is reviving."

Herron Joins Waterloo Organization

His many friends in the tractor and thresher trade throughout the Canadian West will be glad to learn that John Herron, Winnipeg, dean of the thresher industry in the Canadian West, has been appointed manager of the Winnipeg branch of the Waterloo Manufacturing Company, whose west-

ern headquarters are located at Portage la Prairie.

Few men are better known in the western thresher trade than Mr. Herron, who for many years was identified with the Macdonald Thresher Co., of Stratford, Ont. Not only as a thresher salesman, expert and field man, but as a designer of threshing machines, Mr. Herron is a valuable acquisition to the Waterloo organization. Since first the heavy steam breaking engines threw their smoke signals across the western plains as they pulled the large separators of the early days, "John" has been an outstanding figure in western thresher circles. Few men know better what a thresher should be, or should do.

In his new position as manager at the Winnipeg branch of the Waterloo Manfg. Co., which is located at 325 Elgin Ave., assisted Mr. A. J. Britton, who has been with the company for some years,

Mr. Herron is now back in harness in the business in which he has spent so many years—the thresher industry. We wish him every success in his new field of endeavor.

The Advance of Civilization

"I not only believe in more people in this country, but more things, more commodities of every kind. More citizens means more demands; more demands means more things out of life, a higher plane of living, more food to eat, more clothes to wear, more pleasures, more automobiles, if you please, and all this will mean more tractors; more and better farming machinery, for it means more production to meet these demands. These are the things which always distinguish civilization from barbarism, modern business from primitive barter."—Finley P. Mount, President Advance-Rumely Thresher Co.

The Gray Dort "Six"

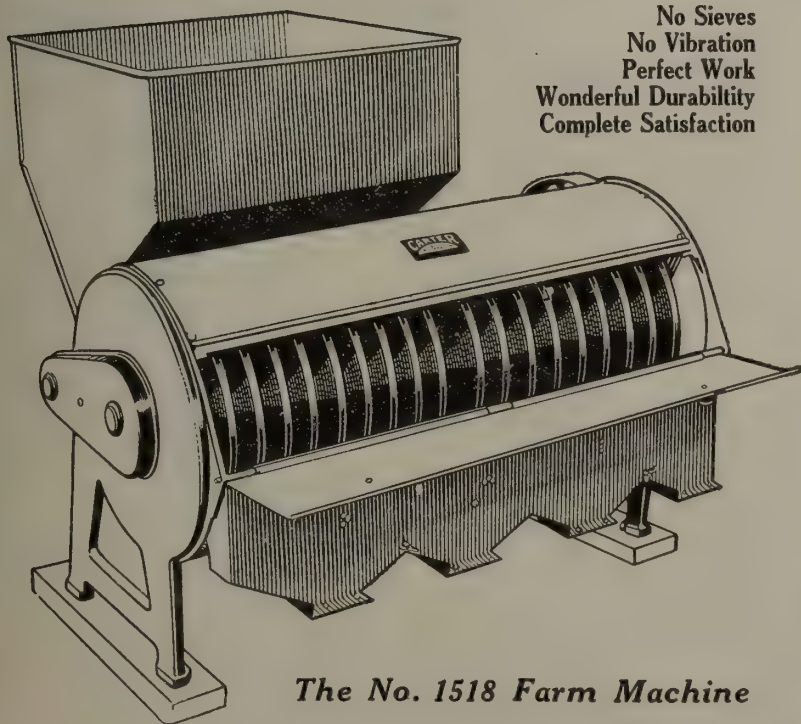
Gray Dort Motors Ltd. announce the addition of a "six" to their line of cylinder cars. The new car follows the fundamental lines of the previous Gray-Dort cars, but is different in appearance in many respects. The wheel-base is 115 inch in the six-cyl. model, as compared with 108 inches in the four.

In the motor a re-designed intake manifold is apparent while the crank-shaft is larger in diameter. The engine is a high-speed design turning over 3,000 r.p.m. at 60 miles per hr. car speed. It is an overhead valve type, 3 1/8-in. bore by 4 1/4-in. stroke.

An ounce of honest criticism is worth more than a ton of flattery.

Wisdom is the result of experience, observation and thought.

SOME PROGRESSIVE DEALER in Your Town is Going to Sell THE CARTER DISC SEPARATOR



No Sieves
No Vibration
Perfect Work
Wonderful Durability
Complete Satisfaction

The No. 1518 Farm Machine

The New Grain Cleaner that is such a sensational success and is being received so enthusiastically by the farmers. Our agency proposition offers opportunity for a permanent business netting handsome profits.

WRITE US TODAY ABOUT THE

CARTER

DISC SEPARATOR

CARTER-MAYHEW MANUFACTURING COMPANY, LIMITED

230 Princess Street

Winnipeg

Alberta Dealers, Write to W. M. Jamieson, 210-9th Ave. E. Calgary

International Motor Truck Salesmen Held Convention

During the week of February 12, twenty-five International Motor truck salesmen and service men from all over the Dominion met at the Canadian home of International Motor Trucks, at Chatham, Ont. Early last winter the idea was suggested that the special motor truck men meet, and E. C. Duffy, of the Canadian sales department, issued an invitation to the salesmen in both east and west.

Under W. C. Herald, general motor truck salesman, the meeting never dragged, and from 8 o'clock in the morning until 11 at night the International motor truck was analysed from every standpoint, both practical and merchandising. Trucks were torn down and set up. Troubles were caused and hunted down. Practical demonstrations were made of great benefit to both sales and service men.

Visits to other factories showed how springs and truck wheels were made and on Friday, February 16, the members of the organization travelled by International Bus to Tilbury, Ont., to visit the factory of the Canadian Top and Body Corporation. Supt. C. A. Glock of the Chatham works received hearty com-

mendation for the excellent arrangements made for the school, and a vote of thanks was passed Mr. Duffy for his active support. In every way the school was an unqualified success, and it will very likely be repeated next year.

Interesting lectures were contributed by Mr. Deer, supt. of experiments at Akron works; Mr. Richards, of the Goodyear

Reading from left to right in the picture, the members of the convention are: Fred Shaw, London; Harry Ingham, Regina; M. J. Lacroix, Chicago; Sam Morgan, Hamilton; Thos. Dunlap, Winnipeg; Harry Miller, London; F. A. Steinke, Chatham; Jos. Galameau, Quebec; R. R. Borland, Montreal; A. H. Pare, Montreal; Lee Rodney, Winni-

type with removable cylinder walls. The bore and stroke are 4½ in. and 6 in., respectively. Gasifiers for burning kerosene fuel are provided. The crankshaft runs on two ball bearings. At the end of this crankshaft, on the right side of the tractor, the power take-off pulley is fastened. Frictional losses thus are reduced to a minimum.



International Motor Truck Salesmen in Convention at Chatham.

Rubber Company; Mr. Grierson, of Imperial Oil, Limited, and Mr. Lee of the Dickie Fire Engine Company. Thursday, February 15, was entirely given over to a discussion of advertising and sales promotion. R. S. Williams, of the Canadian advertising department, and E. C. Duffy, of the Canadian sales department, took charge of the morning and afternoon sessions respectively.

peg; J. A. McConvey, London; W. C. Herald, Hamilton; R. S. Williams, Chicago; J. W. Lawson, Ottawa; Vernon Moore, Hamilton; J. D. Anderson, Winnipeg; J. P. Broddy, Toronto; R. H. Felker, Hamilton; W. B. Milliken, Vancouver; J. S. McConkey, London; J. A. McIsaac, St. John; J. W. Kilbride, London; Lee, Bickle Co., Woodstock; Thos. W. Enright, St. John; A. M. Le Bel, Quebec; M. Smith, Chatham; E. C. Duffy, Chicago; C. A. Glock, Chatham.

A New Avery Tractor

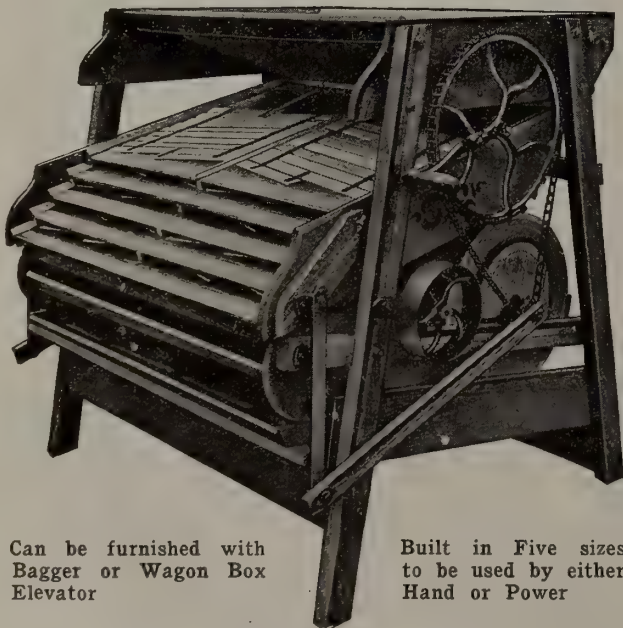
For 1923 the Avery Co., Peoria Ill., announce the new Avery 15 h.p. tractor, which has the special features of a two ball bearing crank shaft and a two gear contact drawbar transmission.

The engine used is an Avery 4-cylinder horizontal - opposed

In order that the greatest amount of the power which the engine develops is delivered at the drawbar, a very much simplified transmission has been designed. According to the maker, it has fewer gears, shafts and bearings than any similar tractor. There are only three shafts for power transmission. These are the engine crankshaft, a countershaft in the gearcase and the rear axle. Only two gear contacts are used in carrying the power back to the rear wheels, when travelling in high or low speed. All gears are cut steel spur gears, heat treated and running in oil. They operate on ball bearings.

All the working parts, including valve push-rods and rocker arms, are enclosed. Simplicity of tractor's construction gives it comparatively light weight.

Sell the "WINNER" and Get The Fanning Mill Business



Can be furnished with Bagger or Wagon Box Elevator

Built in Five sizes to be used by either Hand or Power

A "WINNER" from start to finish. Clean grain means better prices for the grain sold and better grade for sowing, resulting in larger and better crop the following year. The "WINNER" is widely known as the mill having the largest capacity, and being the best cleaner and grader of grain on the market. Cleans all grains—and does it right. DEALERS:—Don't fail to get our special Spring Terms and the agency for the "WINNER" Mill, as now is the time to sell mills for spring cleaning.

THE AMERICAN GRAIN SEPARATOR CO.
WINNIPEG, - - MANITOBA

A Quality Job—at the Right Price Full Auto Seat TOP BUGGIES

For 1923 we are specializing on full auto seat Top Buggies only. The substantial construction, fine finish and very reasonable price of our Buggy assures you good business.

The Lowest Prices of any Wholesale House in the Dominion

Our Buggies are manufactured by Carriage Factories, Ltd., Orillia, Ont. We sell but one grade—the best. Get full particulars and special offer on a sample job for display.

We also Carry a Full Line of Repairs for Briscoe Automobiles

F. N. McDONALD & CO.
156 Princess Street WINNIPEG, MAN.

The Most Complete Line Ever Offered on One Franchise

The Gray-Dort Dealer now can sell the largest market ever available to an automobile dealer in Canada.

The new Gray-Dort Six, the improved Gray-Dort Four, and the sensational Gray Four cover 90% of the Canadian market for automobiles.

At list prices from \$695 to over \$2500, the Gray-Dort Dealer is able to offer standard open models, special open models, low-priced closed models, standard closed models, special closed models and commercial cars.

Practically every man able to pay for a motor car of any kind is a prospect for one of these cars.

And the Gray-Dort Franchise carries with it a clean-cut, consistent policy on the whole line.

You know what that means in profits and lower cost of doing business.

Write for details of the Gray-Dort franchise. Every automobile dealer should find out about it.

GRAY-DORT MOTORS LIMITED
CHATHAM, ONT.

New Gray-Dort Six—touring, roadster, sedan, coupe. Improved Gray-Dort Four—standard touring, standard roadster, phaeton touring, oxford roadster, special touring, special roadster, touring sedan, standard sedan, standard coupe, special sedan, special coupe, delivery cars. Sensational Gray—touring, roadster, coach, coupe, sedan.

A New Type of Grain Cleaner for Farms

Dealers generally are acquainted with the disc type of grain separator, as used for flour mills and separators, a design which has been adapted in recent years for use on the top of the threshing machine to clean the grain as it is threshed. This design of separators are now available in sizes for farm use, a smaller model being on the market. This is the Carter disc separator, which is manufactured and distributed by the Carter-Mayhew Manufacturing Co., 230 Princess St., Winnipeg.

This disc separator is simply a cylindrical casing, 2½ ft. wide by 4 ft. long and about 3 ft. high. In the casing, mounted on a shaft which runs on self-aligning, dust-proof bearings, are mounted 18 discs, each 15 inches in diameter, which revolve at 60 r.p.m. A sectional view of these discs was shown in the article on thresher cleaners which appeared on page 6 of our October, 1922, issue. Nine of the discs are of the seed type, and nine of the wheat type. On the face of the discs are cast undercut pockets. In the open

centre of the discs are angular arms which move the grain forward.

The manufacturers point out that the nine discs with smaller pockets are at the head end of the machine, so that cockle, buckwheat, wild peas, small seeds, etc., are cleaned out first. The

ing longer than the wheat kernels cannot get into either the seed or wheat pockets, so fall back into the machine and are tailed out at the end, free from wheat. The speed at which the discs run creates centrifugal force which throws the seeds and wheat out of the spouts. The discs simply



Cross section of Carter wheat disc, showing pockets full size. These pockets pick up the wheat and reject oats, barley, straws and weed stems. The face of the seed type disc as it is leaving the grain after picking out the wild peas, cockle and small seed. The undercut pockets reject all wheat longer than the seeds picked up.



remaining mixture of wheat, oats, barley, etc., is conveyed by the feed spokes in the centre of discs to the other nine discs which have larger recessed pockets which pick out the wheat. The oats, barley, weed stems, etc., be-

pass through the mixture, lift out the wheat kernels, which fall into the pockets, and discharge them.

The Carter-Mayhew Co. state that only ¼ h.p. is required to operate this disc separator, which has a capacity of 25 bushels per hour when cleaning oats, barley and impurities from wheat. Operating on a 30 per cent. mixture of barley and wheat, with wild oats intermixed and weed seeds, in one run the machine showed remarkable efficiency. The makers guarantee that it will give clean wheat by running the grain once through, while it also cleans oats for seed. From oats it is claimed that it will remove wheat, cockle, wild peas, buckwheat, mustard, etc., and from wheat or rye, oats, wild oats, barley, cockle, wild buckwheat, mustard and other small seeds can be removed. It can be furnished with all discs of the wheat type for taking only oats, wild oats and barley from wheat or additional sets of discs can be furnished so that wheat may be cleaned for seed purposes.

The discs are a remarkable piece of foundry work, for the undercut pockets prevent straight casting, and special machines had to be designed to secure proper under-cutting, spacing and exactitude in pitch of the pockets, and on the disc design rests the entire efficiency of the machine. The company are now placing their farm disc separators upon the Western market.

The Moline "Uni-Tiller"

The Moline Plow Co., Moline, Ill., recently announced their "Uni-Tiller," an invention which is the result of over two years of development work. The manufacturers believe that this new machine will cut the cost of tillage equipment from one third to one half. The invention consists of a special carriage or truck to which the farmer may attach as he requires them any of a number of tillage, seeding and harvesting implements. The uni-tools already developed or in course of construction to be used with the uni-truck are as follows: Single bottom plow, two-bottom plow, three-bottom plow, orchard and vineyard plow, lister middle breaker, field cultivator, spring tooth harrow, spike tooth harrow, disc harrow, ridge buster, pulverizer, planter, drill, beet puller and potato digger. The uni-tiller eliminates the necessity for wheels, lifts, levers or ratchets, which are parts of these classes as made at present. The uni-truck in conjunction with a tractor, forms a one-man outfit. The company state:

"The uni-truck consists of a frame, wheels, and toolbar. It is provided with an efficient power lift, which operates from each wheel and lifts the tool out of the ground when not working. The height of the frame is adjusted by simple levers for all the requirements of each tool. The toolbar is universally adjustable while in working position, so that either end or both ends may be easily raised or lowered to any desired position by the operator of the tractor while the tractor is in motion. After adjustment, the toolbar will remain rigidly in its position until the implement is raised from the ground by the power lift, and then the bar will always rise to the same horizontal position. The uni-truck is equipped with the latest development in tractor hitches—one that is completely flexible, while in working position, yet makes the machine rigid for transportation on two wheels.

"The uni-tiller tools, which adapt the Uni-tiller to various kinds of work, are attached to the toolbar of the uni-truck. The operation of attaching and detaching the tools is simple, quick and fool-proof. It consists only of tightening or loosening a few large bolts with an ordinary wrench. Any tool can be attached in a few minutes."

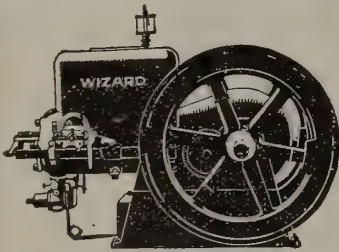
A man with something of his own has a fair chance of using that of another.

The coldest feet can be cured with a little success mixed with self-confidence.

The Gray-Gilson Line is a Money-Maker for Dealers

GILSON "WIZARD" ENGINES

1¾, 3½, 6 and 10 H. P.



a simple change-speed device is a feature on this engine. Ignition by built-in magneto. For power, reliability and endurance, they are the best farm engine you can sell.

GILSON CREAM SEPARATORS

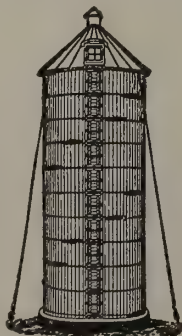
Five Sizes—150, 300, 450, 600, and 900 lbs. Capacity

The most efficient, closest skimming Separator on the market. Easily driven, easily cleaned, and with remarkable capacity. The interchangeable discs are easily assembled, and the self-balancing bowl gets all the butter fat. It hangs loose on the point of the spindle, and is self-balancing by gyroscopic action. The point of the spindle revolves on a hardened steel ball. Gilson Separators give years of service, and at very reasonable prices assure the dealer the trade in his district.



GILSON SILOS

Made in sizes with from 30 to 155 tons capacity. Two types: creosoted spruce or yellow pine. Have self-adjusting hoops and air-tight doors. Ask for details. Also Silo Fillers (two or three knife) in 10, 13 and 16 inch throat sizes.



Write for Attractive Prices and Liberal Discount to Dealers

Our lines sell the year around, and mean nice net profits for aggressive dealers. Ask for prices on Gilson Engines, Silos, Ensilage Cutters, Silo Fillers, Cream Separators, Barn Equipment, Grinders, Sawing Outfits and Pipeless Furnaces.

RESERVE YOUR TERRITORY NOW

Gray Tractor Company

of Canada, Limited

180 Lombard St. - - Winnipeg, Man.

1
The rigid frame 7" rolled steel—allows easy inspection of all tractor parts.

22
Tractor weight reduced; stronger, more durable construction throughout; improved materials, manufacturing facilities and workmanship.

21
Internal gears on drive wheels better protected; drive wheels adapted for multiple lug arrangement to suit all kinds of soil.

20
Large, roomy platform; ample leg room when seated; plenty of space to move about.

19
Simplified fuel pipe line construction and improved two compartment fuel tank of 23-gallon capacity.

18
More compact, redesigned transmission case—quick inspection and adjustment.

17
Simplified, more efficient kerosene shunt with quick detachable copper pipes. Improved exhaust manifold.

16
Improved vanadium steel exhaust valve springs—the last word in exhaust valve spring construction.



Improved Hart-Parr "30"

5
Improved rear axle bearings—larger end thrust surfaces. Bearing bored eccentric securing perfect meshing of driving gears.

6
All bearings not lubricated by force feed have Alemite Grease Gun fittings. Hand oilers eliminated.

7
Steering assembly improved and strengthened—quicker and easier steering.

8
Improved water pump, fan shaft and friction pulley—adjustments simplified.


9
Gear shift simplified—positive, quick action. Rigid support for lever.

10
Entire clutch mechanism improved and simplified.

11
Improved centrifugal governor accurately controls engine speed—operates in bath of oil.

3
Cast iron radiator—tubular copper core. Quick cleaning—durable.

4
Front axle heavier, stronger, more flexible in movements.




2
Extra rigidity between engine and frame—engine anchored by six steel bolts passing entirely through 7" steel channel frame.

A Stronger, More Rigid Frame

Another of the 22 Improvements

The new rolled steel frame, one of the 22 improvements—now makes the Hart-Parr unsurpassed for efficiency, strength and durability. This new frame is made from 7 inch rolled channel steel. The entire load rests on the channel flanges, affording a firm, rigid support for the engine and transmission units. The material and construction of the Hart-Parr frame insures smoother operation and permanent alignment, built to withstand twisting strains. The special construction of the new frame permits easy, instant inspection of all tractor parts.



The new Hart-Parr frame is only one of the 22 improvements briefly described here. These improvements, based upon our accumulated experience of 22 years, form a real advance in tractor construction. Added to the long-established superiority of the Hart-Parr, they place this tractor, with its economical kerosene-burning, surplus-powered motor, in the forefront for 1923. The Hart-Parr is sure to attract the most favorable attention from careful farmer-buyers. Wise dealers who want to protect their profits will investigate the Hart-Parr—the standard of tractor comparison.

Write us for detailed information about the Hart-Parr line and these 22 major improvements—get the facts about our improved dealer's franchise. Match your money and experience with nothing less than the Hart-Parr standard. Write today!

HART-PARR COMPANY
716 Lawler Street Charles City, Iowa

POWERFUL STURDY KEROSENE TRACTORS
20 HART-PARR 30
FOUNDERS OF TRACTOR INDUSTRY

15
Push rod and rocker arm assembly enclosed—protected from dirt, simplified, quick adjustments.

14
Motor completely enclosed—only one minute required to remove enclosure for motor adjustments.

13
Improved automatic throttle action—extra durable construction of parts and connections.

12
Improved intermediate bearing added to differential shaft, assuring additional rigidity.

3
Cast iron radiator—tubular copper core. Quick cleaning—durable.

4
Front axle heavier, stronger, more flexible in movements.

Canadian Distributors

Hart-Parr Company, Ltd., Regina, Sask.
John Goodison Thresher Co., Sarnia, Ont.
United Engines & Threshers, Calgary, Alta.

SUB-DISTRIBUTOR, SALES AND SERVICE
F. N. McDonald & Co., Ltd., 156 Princess St.,
Winnipeg, Man.

Bosch Announces New Ford Ignition System

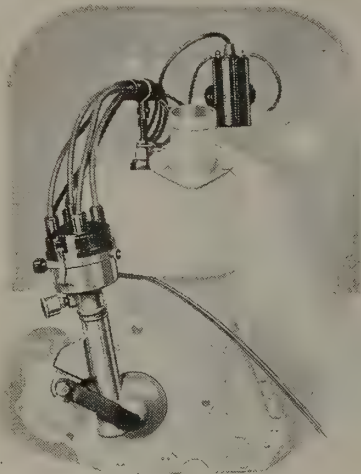
Dealers and Ford owners throughout the country will be interested to learn that the American Bosch Magneto Corporation has just placed on the market a complete new ignition system for Fords.

It is stated that the new system is of uniformly high Bosch quality, and yet so simple in design that it can be sold for less than the price of a Ford tire. The new Bosch ignition system, which is known as Type 600, should enjoy a wide popularity. Tests have shown it to be a remarkably efficient system, greatly improving the operation of the Ford engine. It delivers an intense, extremely hot spark that is perfectly timed.

It is mounted at the front of the Ford engine, being driven from the Ford cam shaft by steel spiral gears furnished with the Bosch outfit. It is kept absolutely rigid, and securely locked to the engine, by means of a forked arm which fastens under the head of the timer clamp bolt. The manual advance of the spark is controlled by a rotating timer housing. An added feature is the metal plate covering the opening in the timer shaft, holding the grease packing in place and ex-

cluding all dirt and foreign substance.

The new Bosch fitting is suitable for all Ford models. It can use the Ford flywheel magneto as a source of ignition current, or can get its "juice" from the battery, if the car is equipped with starting and lighting. The outfit uses one Ford coil, the



The Bosch, Type 600, Ignition System for Ford Cars.

other three being held in reserve. If desired, however, the Bosch Coil can be supplied with the fitting at \$6.00 extra, making a total cost of \$18.75 for the entire outfit.

Saxophones are played so you won't hear the rest of the music.

Don't be a bore—that's awl.

Advance-Rumely Steel Separators

M. J. Carruthers, manager of the Winnipeg branch of the Advance-Rumely Thresher Co. advises Canadian Farm Implements that this season, for the first time, the company's line of "Ideal" all-steel separators will be available for Western Canadian dealers. This separator has been sold on the U.S. market last year, but the Canadian branches have now received shipments for 1923 business.

The Ideal steel separators are built in five sizes: 22 x 36, 28 x 44, 28 x 48, 32 x 52 and 36 x 60. The principle of separation is similar to that in the well known line of Ideal separators made by the company for years. The greatest trouble in threshers has been bunching, winding up and choking of the cylinder. The Advance-Rumely state that in their steel separators they have paid special attention to the provision of a steady, even flow of straw through the entire machine. The speed of the cylinder, number of teeth and spacing have been carefully worked out by experiment. The grates are placed right beneath, and behind the cylinder so as to clear the straw at the most logical point. To carry the straw from the cylinder to the straw rack a traveling rake or revolving grate is provided, which carries the straw in a constant, even stream. The straw is kept moving away from the cylinder, preventing clogging, while the moving open grate work materially increases separation.

On the Rumely Ideal straw rack there is a series of sets of lifting fingers which tear the straw open, rake it and beat it from beneath. In addition to the chaffer surface in the grain pan there is a chaffer in the cleaning shoe, which relieves the sieve of coarse chaff and straw joints. This extra chaffer, with adjustable sieve and the Rumely system of wind control, is claimed to assure big capacity and to guarantee a perfect job of cleaning without waste.

In the Rumely Ideal steel separators we noted that the frame is made of steel angles which are well braced and riveted. The sills are jointless, one-piece members, and the sides are of heavy galvanized sheet steel. The wheels and axles are also of steel, the former having wide faced tires. Looking at the cylinder of this thresher, it is noticeable that it is large, heavy, and in running

shows fine balance. The three larger sizes of the Ideal steel separators have fifteen double bars, the diameter being 28 1/4" over the teeth. The cylinders in the two smaller models has twelve double bars and are 22" diameter. Long boxings are a feature, and horizontal adjustment is provided so that tooth spacing may be kept correct.

The concaves are provided with diagonal ribs running each way from centre; these, it is stated, act as a rubbing surface for end threshing. A large winged beater above the carrier prevents winding on the cylinder and back lash. The concaves on this thresher can be instantly adjusted to suit any condition of the grain by a worm and wheel outside the body. The straw rack is carried on hangers and is equipped with rows of fingers which operate up and down as the rack moves back and forth. The grain pan is made entirely of steel and extends under cylinder to the front of the machine. Its bottom is corrugated so as to keep the grain moving. The cleaning shoe—operated by a pitman from the main crank—has an adjustable chaffer and sieve, blast coming from a large four winged fan. The elevator extends only a little above the deck level, and tailings are delivered by an auger conveyor.

All important boxings are bab-bitted and have oil reservoirs or grease cups. Adjustment is provided on practically all bearings and ball bearings can be had for the cylinder and blower fan shafts if wanted. It is claimed by the Advance-Rumely engineers that no thresher has its parts so easily accessible as the Ideal steel. All bearings are on the outside, and the cylinder is exposed by loosening two thumb nuts.

Develop Piston Ring After Two Years Research Work

The Kendell Engineering Corporation, Fort Wayne, Ind., are now placing their line of piston rings before the trade. The Kendell ring was experimented upon for two years, altered and refined the objective being a ring that would overcome the hundreds of motor troubles in car, tractor, truck and stationary engine.

The company point out that their ring is two-piece, and very easily installed. Its long wearing qualities are emphasized, and it is claimed that it cannot score the cylinder when properly installed. Two rings per piston are used on

Show—and Sell—Your Customers New Improved "BULL DOG" Smut Cleaners

Give Perfect Treatment

The only smut machines that will successfully treat Oats and Barley. This is due to our special, patented feed device.

Operated by
Hand or Power



Strongly built and braced
Large, galvanized, non-rusting tank.
Large low feed box. Note extra long carrier for wagon box delivery.

Smut causes an annual loss of thousands of dollars to Western farmers. Every bushel of seed grain should be pickled, but the farmer must use the right machine to get results. Our improved Smut Machine separates and floats out Smut Balls, Wild Oats, King Heads, Crow Foot and all light seeds. The good, heavy grain is thoroughly soaked, all smut spores killed, and the grain elevated into the wagon box. Get our 1923 prices. Place your orders at once.

THE TWIN CITY SEPARATOR CO., Ltd.
WINNIPEG, MAN. - - - CALGARY, ALTA.

a three-ring piston, and three rings on a four-ring piston. These are installed on the lower grooves with a common machine-turned ring on top groove. A handy ring compressor is provided with each set. Kendell rings, say the manufacturers, have an equal radial expansion every 30 deg. of the entire circumference. It is claimed that compression loss is an impossibility, and that maximum wall pressure is given with minimum friction. The rings, made in all sizes, are produced from special soft grey iron, which is thoroughly seasoned before machining. The 55 deg. angle construction is said to relieve groove pressure on the circumference, thereby lengthening the life of the expansion ring. Kendell rings are covered by a strong guarantee as to quality, fit and efficiency, and the makers point out that they will outwear three sets of common rings. Full details may be had from the manufacturers.

"J. B." Enunciates 13 Points in Dealership

J. B. Bartholomew, president of the Avery Company, Peoria, Ill., has worked out 13 points, on which he claims a farm equipment dealer can build success. He gave them at the Avery dinner for dealers and salesmen held in Kansas City recently, and here they are:

1. A real dealer sells a line because it is "just as good, if not better," and is complete.
2. A real dealer is loyal because he believes in his goods and the people that make it, and likes to co-operate with them.
3. A real dealer advertises locally, and backs up the national advertising.
4. A real dealer keeps a card index of prospects.
5. A real dealer keeps after his prospects, sending them letters, circulars and other printed matter.

6. A real dealer has confidence in his goods, and knows what they will do in the field.

7. A real dealer is always ready to show his goods, and glad to make demonstrations.

8. A real dealer keeps a reasonable stock of repairs.

9. A real dealer is never afraid to stock machinery.

10. A real dealer gives three kinds of service: (a) Acts as farm equipment purchasing agent for his company, and carries an adequate stock; (b) is prepared to teach buyers and users how to operate, repair and keep the equipment they buy in order; (c) is prepared to give freely the free service that his good judgment dictates should be free, and

charges a fair price for that for which the customer should pay.

11. A real dealer is able to judge credits and make sales and settlements in strict accordance with this ability.

12. A real dealer has proper financial arrangements with the banks, or others, whereby he can negotiate the paper he takes, pay cash for his goods and reap the advantage of every discount available.

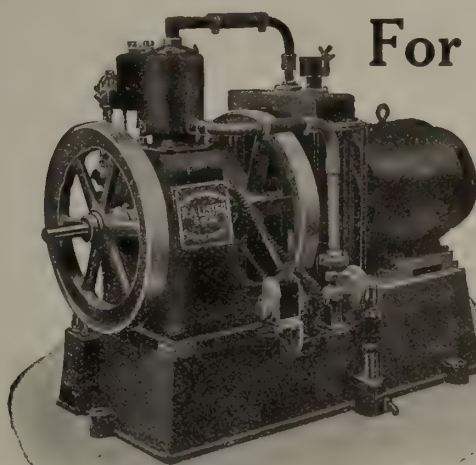
13. A real dealer keeps accurate record on the due dates of all his paper and, if he discounts, he sees to it that the collection is looked after in a reasonable way from his point of view.

Continuing Mr. Bartholomew said: "It seems to me the Science of Salesmanship has changed very

little since I first went on the road selling agricultural implements some thirty odd years ago. At that time the system consisted of, first going around and making contracts with the dealers and then following up and going out into the territory with the dealer or his representative and coming in personal contact with the farmers who could be listed as prospective purchasers. There seems to have grown up in the last few years an opposition to this method of making sales but, so far as my observation goes, I am still willing to recommend it very highly."

Given plenty of rope; some skip with it.

A watched still never brews.



For Farm or Town Demand, Sell LISTER-BRUSTON

Automatic Power & Light Plants

A British-built, direct-coupled, radiator cooled plant which cannot be equalled for service and simplicity. There is a range of sizes for every prospect—farm use, stores, halls, schools or churches. It starts and stops itself—you simply switch on the light.

From 40 to 1000 Light Capacity

Operated by the famous "Lister" vertical, single cyl. engine with automatic lubrication, high tension ignition and special pump-fed carburetor. Shunt-wound dynamo has automatic ring lubrication. The whole plant is arranged on a substantial cast iron base. No special foundation required—no troublesome batteries. Economical to operate, absolutely dependable. Switchboard is mounted on a special frame. A self-contained set that takes very little room. Ask for prices on our various sizes—and get the agency.

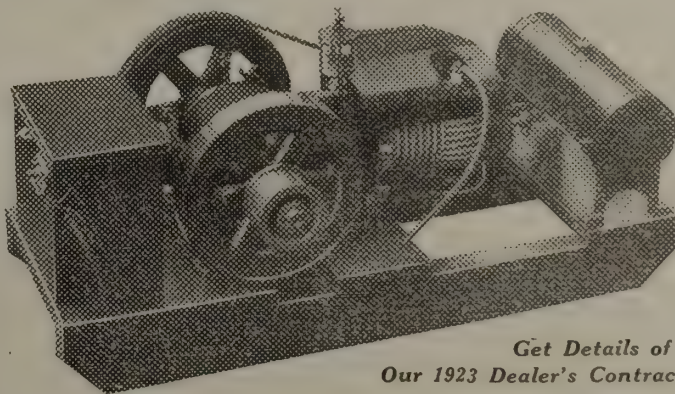
Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs.
World Famous — Over a Million now in Use

The King of Cream Separators, it has led for over 30 years. The original self-balancing bowl skims to a trade. Built to give years of service; easily driven and easily cleaned. Over 100,000 Melotte owners in Canada alone. Sold on easy terms at new, attractive prices. Handle the Melotte and you can dominate the separator trade in your territory.

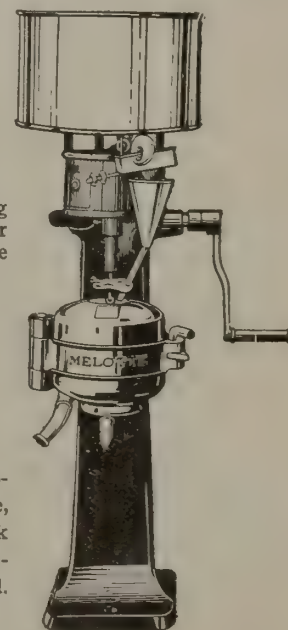
1 H.P. Pumping Engines at \$59.00 A Labor-Saver at a Price That Sells It

A sturdy, dependable and economical air-cooled engine at a price that assures business. Delivers steady power; just the right size for pumping,



Get Details of
Our 1923 Dealer's Contract

operating cream separator, etc. Four-cycle, 3x3 ins. Jump-spark ignition. Sold complete, skid-mounted. Weight only 155 lbs.



THE LISTER LINE INCLUDES

"Lister" and "Canuck" Gasoline and Kerosene Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte" and "Lister Premier" Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, etc.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The **STOVEL CO. Ltd.**
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man. - - Toronto, Ont.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

H. Bros., Sask.—Boxings DHIOR and DH4IR are from a Janesville disc harrow no longer being manufactured. Replacements can be had from the John Watson Manufacturing Co., 311 Chambers St., Winnipeg.

N. H. J. & Sons, Sask.—The engine you require parts for is a "Renfrew," formerly manufactured by the Renfrew Machinery Co., Renfrew, Ont. Write the factory direct for parts. No stocks are carried in Western Canada.

J. W. & Co., Man.—Repairs for the "Chatham" fanning mill can be had only from Gray-Campbell, Ltd., Chatham, Ont.

M. L. C., Sask.—Parts for the Canadian Airmotor windmill can be had from the Ontario Wind Engine & Pump Co., Regina. This is a different mill from the Chicago "Aermotor."

J. T. W., Alta.—Repairs for the "Hero" fanning mill can be had only from the Twin City Separator Co., Logan and Quelch Sts., Winnipeg.

E. J. F., Sask.—We cannot locate the maker of the disc harrow with parts marked "A." Your diagram of bearing has been turned over to the John Watson Manufacturing Co., Winnipeg, as it is like the boxing for an old style of Moline disc harrow, for which they carry parts.

A. E. R., Alta.—The only point from which you can now get parts for the "Tiger" grain drill is the Vim Tractor Co., Schleisingerville, Wis. Write them direct, as no parts are carried nearer than factory.

R. C. A., Ltd., Alta.—The Rotary Rod Weeder is distributed by the Northern Machinery Co., Calgary. For disc lists for planting corn in heavy land, write the Calgary office of the John Deere Plow Co., who carry lists and other corn tools in stock.

F. W. M., Man.—There is no crusher listed known as the "New Model." The firm of Nordyke & Marmon, Indianapolis, Ind., make a crusher known as the "Model," and they can inform you if they have a later machine of the trade name you require.

A. W., Sask.—Your inquiry for grinder plate L-190 and plate L-192, both 12-inch size. These are parts for an old type "Scientific" grinder which is no longer manufactured. Repairs can be had from the John Watson Manufacturing Co., Winnipeg.

W. & J., Sask.—In reference to your inquiry for harrow tooth clip O93. This is for a No. 11A diamond drag harrow manufactured by the Massey-Harris Co., Ltd., and part can be had from the nearest branch of the company. We wish to thank the dozen subscribers who kindly wrote us identifying this harrow part.

R. B., Alta.—Part for disc harrow marked B774 is a bearing for a harrow made by the Moline Plow Co., Moline, Ill. You can get this bearing from the John Watson Manufacturing Co., Winnipeg, who carry a full line of Moline repairs.

M. S. L., Man.—Screens for the "Fosston" fanning mill can be had from the Winnipeg branch of the John Deere Plow Co., which concern distributes this mill in Canadian territory.

H. A., Man.—There is no engine known as the "Bessie." Does the customer not mean the "Bessemer" engine, which is made by the Bessemer Gas Engine Co., Grove City, Pa. Parts for the "Klondike" incubator can be had only from the manufacturers, the Klondike Incubator Co., Des Moines, Iowa.

J. E. Co., Man.—Plates for a "Duplex" grinder can be had from the makers, the Duplex Mill & Manufacturing Co., Springfield, Ohio.

M. J. R., Sask.—In connection with disc harrows with boxings 4363L and 4364R. Are those numbers correct? We believe that this is the right and left hand boxings for a P. & O. disc harrow, formerly made by the Parlin & Orendorff Co., Canton, Ill., but the casting numbers are 4362 and 4363. This is an obsolete harrow, and the parts have been re-numbered 7154 and 7156. Write the nearest branch of the International Harvester Co., giving both old and new numbers. They can supply you.

Grinder Parts.—We have an inquiry for parts B230 and B231 for a grinder. This is evidently a Canadian machine, but we cannot locate the manufacturers. Can any reader identify this machine?

R. & N., Sask.—A large roller crusher for custom work can be had from the Strong-Scott Manufacturing Co., 772 Dufferin Ave., Winnipeg, Man. Smaller roller crushers are handled by John Deere Plow Co., and the John Watson Manufacturing Co., Winnipeg.

E. B., Sask.—We think that it is now impossible to get parts for an oat chopper formerly made by John Elliott & Sons, London, Ont. This firm have been out of business for many years, and we know of no concern who carries parts for their former product.

F. W. B., Sask.—We cannot locate repairs for a "Great-West" 4 h.p. engine, No. 681, as made by the Smith Manufacturing Co., Chicago, Ill. This concern used to manufacture a 4 h.p. "Great Western" engine. They were bought out by the Rock Island Plow Co., Rock Island, Ill. If the name of the engine is the "Great Western," write the Rock Island Co., for parts. They have them.

G. G. G., Alta.—Wants repair part PR-8 for a "Minneapolis" mowing machine.

There was a mower of this name manufactured in Minneapolis at one time, but some twenty years ago the International Harvester Co. took over the business, discontinuing production of this machine. The only chance of getting parts is by addressing the Minneapolis Separator Co., Minneapolis, Minn.

M. W. Co., Man.—Repairs for the Heider tractor can be had from the Waterloo Manufacturing Co., Portage la Prairie, Man. Parts for the Hart-Parr tractor are stocked by F. N. McDonald & Co., 156 Princess St., Winnipeg.

C. A. C., Man.—So far as we can learn, no firm in Winnipeg is handling the "Peerless" incubator. For repairs write the makers, the Lee Manufacturing Co., Pembroke, Ont.

J. W. M. Co., Man.—Bradley plows are now manufactured by a mail order firm in Chicago, but repairs are carried in Winnipeg by McLeod Bros., who can supply you.

G. E. F., Man.—Castings R18, R87 and R-89 belong to a crusher handled by the Tudhope-Anderson Co., Princess St., Winnipeg. They can supply you.

F. P., Man.—The "Liberty" sulky plow is manufactured by the Rock Island Plow Co., Rock Island, Ill. Write the factory for parts.

E. & K., Sask.—Casting V-178 is a washing machine manufactured by the Voss Bros. Manufacturing Co., Davenport, Iowa. You can obtain the part from the J. H. Ashdown Hardware Co., Winnipeg, who distribute this line.

H. T., Sask.—The light weight steam tractor you mean is a type manufactured by the Bryan Harvester Co., Peru, Ind. They can furnish the information you require.

F. K., Sask.—Parts for Fuller & Johnson farm engines can be had only from the J. H. Ashdown Hardware Co., Winnipeg, who distribute this line.

D. A., Man.—A horse-power feed grinder can be had from the John Watson Manufacturing Co., Winnipeg. The same same firm can supply you with light section harrows suitable for cultivating growing grain.

J. M. G., Sask.—You can get parts for the "Maw-Hancock" disc plow by writing the Canadian Stover Engine Co., Brandon, Man.

W. E. M., Sask.—What you want is extension attachments for adapting to worn drill shoes so that they can be worked for a longer period. There are two types, one going on outside of shoe, and one inside. You can get these points from D. Ackland & Son, Higgins Ave., Winnipeg.

N. & W., Ltd., Alta.—Plates 44G are for a Stover grinder. You can get them from the Canadian Stover Engine Co., Brandon, Man.

F. P., Man.—Wants to locate parts for a drill called the "Monarch." Can any reader identify this drill, and give the name of maker?

N. J., Sask.—The "Loop the Loop" grain cleaner was made some seven or eight years ago by a Winnipeg firm, who are now out of business. No parts for this mill are available. You can get full information on gear-driven fanning mills from the Twin City Separator Co., Winnipeg, or the American Grain Separator Co., Winnipeg.

J. D. Co., Man.—Require parts B230 and B231 for a grinder. We have no re-

cord of a grinder with this mark. Can any subscriber identify it?

V. O., Alta.—Disc harrow with parts HD is a type made by the Roderick Lean Manufacturing Co., Mansfield, Ohio. It was previously sold by the Cockshutt Plow Co., Calgary, who can furnish you with the necessary parts.

E. & C., Sask.—You cannot get standard for a 16-inch sulky "Paris" plow. The Paris Co. went out of business years ago, and no parts for their plows are in existence.

J. M. G., Sask.—There is no "Diamond" crusher now being sold in Winnipeg. If you need repairs, write to the makers, the New Winona Manufacturing Co., Winona, Minn.

H. W. A., Alta.—An axle nut for a 3½ Empire wagon can be had from the Tudhope-Anderson Co., 166 Princess St., Winnipeg. Grinder plates marked D22 are for a Martin feed grinder, and can be had from the Ontario Wind Engine & Pump Co., Regina.

W. H. H., Sask.—Parts for the Stickney engine, for ignition system, Nos. 1703, 1368 and 1311, are off a 7 h.p. size. They can be had from the Ontario Wind Engine & Pump Co., Regina, Sask.

T. & N., Alta.—The "Superior" fanning mill is distributed by the Cushman Farm Equipment Co., Winnipeg. You can get the repairs from their Alberta agent, A. W. Haig, 121 Tenth Ave., Calgary.

W. & S., Alta.—A burr for a 4½ inch Judson grinder, No. 3501, can be had from the Canadian Stover Engine Co., Brandon, Man.

E. W. A., Sask.—Plates for the "Manitoba" grinder have the marks I-3. They can be had by addressing Manitoba Engines, Ltd., Brandon, Man., as repair service is still given for the line.

J. B., Alta.—Parts D-1, D-2 and D-123 are for an old type Fuller & Johnson plow. The only point from which repairs can be had is the Madison Plow Co., Madison, Wis. Parts for the Hapgood line can be had only from the Hapgood Co., Alton, Ill.

S. T., Man.—Parts for the "Budlong" disc harrow may be had from the John Watson Manufacturing Co., Winnipeg, Man.

R. A., Sask.—Part 129 for hay rake is the stud for pivot cap for a tedder made by the International Harvester Co. Write the nearest branch.

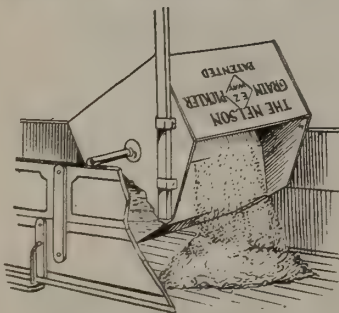
T. J. H., Alta.—9-X, with pivot and roller, is for a "Bull Dog" engine, as made by Bates & Edmonds Motor Co., Lansing, Mich. They can supply you. A bottom screen for a No. 2 Hero fanning mill can be had from the Twin City Separator Co., Winnipeg.

J. C., Man.—The Loudon barn equipment line is made by the Loudon Machinery Co., Guelph, Ont. You can get parts from Alberta Dairy Supplies, Ltd., corner Market and Princess, Winnipeg.

T. McK., Alta.—Parts for the Judson engine may be had from the Manitoba Jobbing Co., 921 Main Street, Winnipeg. If they have not the parts required, possibly the T. Eaton Co. may have a part that will suit.

Some employees spend so much time watching the clock that they have to stay after hours to finish their work.

NELSON "E-Z" GRAIN PICKLERS



3. SHOWING GRAIN BEING DUMPED.

Meet the need of Every Western Canadian Farm, and give sure results at a minimum cost.

Easy to operate - A good profit producer

Western Steel Products Limited

Winnipeg, Regina, Saskatoon, Calgary, Edmonton
Man. Sask. Sask. Alta. Alta.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

Dealers Ask for Advertising

February Advertisers

Building Supplies

Beatty Bros.
Beaver Lumber Co.
Canada Cement Co.
Canadian Cedar & Lumber Co.
C. B. Silos
Dutton Wall Lumber Co.
Lamatco

Garage & Oils

Columbia Dry Batteries
Ford Motor Co.
Lodge Plugs
McQuay-Norris Mfg. Co.
Reo Motor Car Co.
Smooth-on-Iron Cement

Hardware

Beatty Bros., Ltd.
Boston Varnish Co.
Buckeye Incubator
Cater's Pumps
Flexible Shaft Co., Ltd.
Flexible Steel Lacing Co.
Horse Shoe Brand Harness
I. H. C. Twine
Metallic Roofing Co.
The Sheet Metal Products Co. of
Canada, Ltd.
Smooth-on Cement
Tapatco
Viko Aluminum
"Wear-Ever" Aluminum

Machinery

Advance Rumley
Beatty Bros.
Carter-Mayhew Mfg. Co.
J. I. Case T. M. Co.
Christiansen Implements
Emerson-Brantingham
Emerson Mfg. Co.
Fairbanks-Morse
Flexible Shaft Co.
Garden City Feeder Co.
Lisle Mfg. Co.
R. A. Lister & Co., Ltd.
London Concrete Machinery Co.
Massey-Harris
McCormick Deering Tractor
Planet Jr.
Rotary Rod Weeder

Radio

Acme Magneto & Electrical Co.
Northern Electric Co.

TO increase their sales, 150 farm equipment and hardware dealers in convention at Kansas City, January 16, 17 and 18 adopted a resolution for more farm paper advertising, declaring:

"It is gratifying to note that manufacturers are returning to the farm press to advertise their products. For two years farmers have been unable to discover through literature that comes to their homes that manufacturers had anything to sell. To say the least, this created an unconscious impression that everybody was slacked up and hedging. We know of no better method of laying the foundation of a sale of a machine than to use the printed page. The manufacturer shows that he has confidence in the merits of his product when he advertises it over his signature, and the farmer takes it as a recommendation and a guarantee from the manufacturer.

"The decision to add needed equipment for the farm and home is more frequently made by the farmer and his family in their home circle than in the business place of the dealer. In almost every case the advertising pages of their favorite farm papers are consulted."

What applies to Kansas in this connection applies with equal force to Western Canada. If the manufacturers whose goods are marketed in the west would all consistently advertise in the farm papers, trade would be greatly improved and dealers who have stocked their goods would find turn-over speeded up and profits greater. But, in asking those who have been "hedging" to buck up and do their share, it is not fair or wise to forget the large number of good firms who stuck by their dealers in good season and bad and maintained demand by effective farm paper advertising. These firms have laid the foundation for a large measure of prosperity for themselves and their dealers in the near future.

**The Nor-West
Farmer**
The Pioneer
Farm Journal of
Western Canada
WINNIPEG

Free Dealer Service

A monthly letter reviewing current advertising and discussing retail problems is mailed free to the retailers of Manitoba, Saskatchewan and Alberta. If you are not now on our list your request secures this free service.



MCCORMICK-DEERING

15-30

TRACTOR



WITH this tractor the McCormick-Deering dealer has his opportunity to set the power farming pace for 1923. Hundreds of dealers are busy with the new 15-30 now. With advertising, demonstrations, and direct work on prospects, they are putting this 3-plow power unit onto many farms in their communities.

Dealers are reporting the McCormick-Deering 15-30 surprisingly easy to sell. The good reputation enjoyed by Harvester-built tractors is united here with the famous feature, "Ball and Roller Bearings at 28 Points" which we are advertising broadcast. The modern design shown above, including front-type radiator, dust-proof enclosed gears, and the rigid main frame which does not sacrifice anything in flexibility, meets a ready-made popular approval.

The ball-and-roller-bearing equipment cannot be too highly recommended. Provided

at all points of high speed or extreme strain, these bearings complete a smooth-running, long-lived, economical farm power unit which well deserves to lead the power field for 1923.

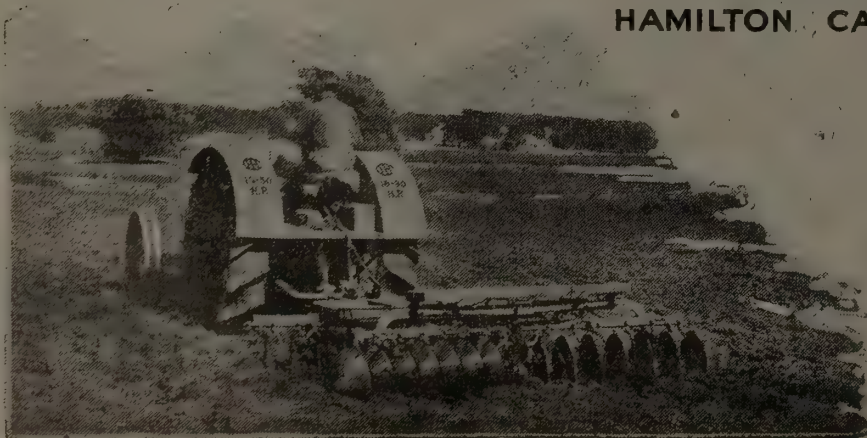
Among the factors in practical construction are the items listed below, each of which helps the McCormick-Deering tractor to meet the many power requirements of the average farm. The abundance of power means not only the economy of 3-furrow plowing (3-furrow plow at 3 miles per hour) and other time-saving drawbar work but it meets the power demands of belt jobs.

The McCormick-Deering 15-30 will convince any farm power prospect on the double score of quality and performance. These two together make for all around satisfaction over a long period of years, and that is the only basis on which low farm power costs can be figured.

INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

HAMILTON, CANADA



McCormick-Deering 15-30 Features

- Powerful Engine
- Removable Cylinders
- High Tension Magneto
- Throttle Governor
- Accessible Construction
- Efficient Lubrication
- Ball and Roller Bearings
- Three Forward Speeds
- Adjustable Drawbar
- Efficient Final Drive
- Serviceable Cooling System
- Durable Clutch
- Large Belt Pulley
- Water Air Cleaner

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 4

WINNIPEG, CANADA, APRIL, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year. \$1.00
Per Copy. 10 Cents

At a Single Stroke

A Great-West Life insurance policy provides for a man at once what he may never be able to attain by the ordinary plan of saving.

It is ready when most needed—in effect, an “insured” savings bank account.

Under the Great-West Life plan there is a policy that you may acquire at a very reasonable rate. May we give you particulars?

The GREAT-WEST LIFE ASSURANCE Company,
Dept. “P.16”
Head Office ——— WINNIPEG

An Investment in Safety

Every business career is full of uncertainties, some of which you can guard against. All trade has its element of risk, but you can always protect your store, stock and home against possible fire loss. How would a fire in your store affect you?

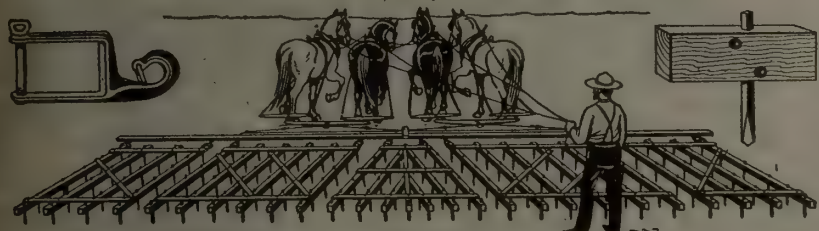
Invest in Safety. Our Policies give Hardware and Implement Dealers assured fire protection at ONE-HALF of the Board Companies rates. For 16 years we have charged board companies rates and refunded 50% of the Premiums at the expiration of each policy. We now have over \$15,000,000 insurance in force in Canada. Consider your future. Our safety, service and saving at YOUR disposal.

ASSETS OVER \$5,300,000.00
NET CASH SURPLUS OVER \$2,000,000.00.

**THE CANADIAN HARDWARE and
IMPLEMENT UNDERWRITERS**

C. L. CLARK, Manager,
802 Confederation Life Building, Winnipeg.

Sell WATSON'S HARROWS



WATSON'S BOSS WOOD HARROWS

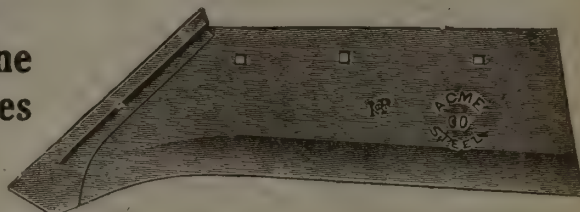
These Harrows are made of seasoned hardwood. Each tooth securely set by two rivets. Fitted with malleable draw clevis. They are harrows of correct design. Have exclusive features. Easy sellers. Sizes: 78 Tooth, 14 feet; 102 Tooth, 17 feet; 150 Tooth, 24 feet. Consider no statement that you can get harrows “just as good” as Watson's. There is but one Watson. Order it from us.

WATSON'S All-Steel Diamond Harrows. Made in two weights: 35 to 50 pound per section. Interchangeable on any diamond harrow draw-bar. The best implement made for cultivating soil around growing grain. Ask for prices.

ALWAYS SPECIFY

Genuine Moline “ACME” Shares

The original soft cent share. Give perfect wear. Order now.



Repairs for “Monitor” Drills, Moline Plows and Moline Disc Harrows—Mandt Wagons and Farm Trucks—National and Mandt Manure Spreaders—Moline Universal Tractors—Moline Engine Gangs—Adriance Binders, Mowers and Rakes.

Also Repairs For
Janesville Plows,
Disc Harrows, etc.

SEND US YOUR
REPAIR ORDERS 311 CHAMBERS STREET, WINNIPEG, Man.

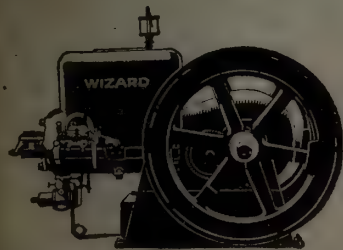
John Watson Mfg. Co.

Gilson Farm Equipment—A Line That Sells, Gives Satisfaction —And Carries a Very Liberal Contract

You have no slack season. It assures steady demand and nice net profits: Gilson Engines, Silos, Ensilage Cutters, Silo Fillers, Cream Separators, Barn Equipment, Grinders, Sawing Outfits and Pipeless Furnaces.

Ask for Prices

Handle Gilson “Wizard”
Engines



Backed by over twenty years successful engine building. Operate perfectly on kerosene. Throttle-governed, they give smooth steady and dependable power under any load. Ignition by built-in magneto. Equipped with simple speed changer; speed can be regulated while operating. Backed by a strong guarantee, they give reliable, economical service.

Gilson Barn and Stable Equipment

Steel stalls, stanchions, pens, water systems and litter carriers. Send us the names of prospects. We will assist you to close sales.



Reserve Your Territory

Gilson Cream Separators

Made in five sizes:—150, 300, 450, 600 and 900 lbs. capacity. A size for every farm, and our price is right. The closest skimming machine on the market. Easily driven, easily cleaned. Discs are interchangeable, and the self-balancing, self-aligning bowl skims to a trace. It revolves on a hardened steel ball. As nearly perfect as a Separator can be.

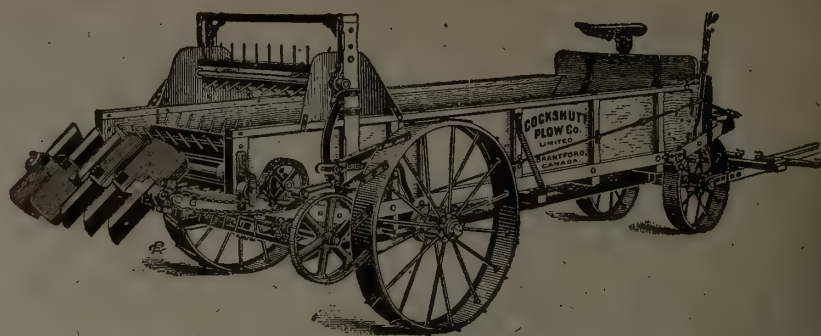
Hylo Sylo—30 to 155-Ton Capacity

Made in a wide range of sizes. Two types, creosoted spruce or yellow pine. Have self adjustable hoops and air-tight doors. Also Silo Fillers in three sizes. Get Prices.



GRAY TRACTOR CO. of CANADA, Ltd. 298 Ross Ave., WINNIPEG, MAN.

There are Dozens of Good
Prospects in Your Section
for a Real Spreader



COCKSHUTT MANURE SPREADER

FARMERS today know the value of fertilizing their acres and are fully alive to the value of the "gold mines" in their manure piles. Very often it just needs a suggestion from the dealer to get them to consider buying Manure Spreaders.

A Cockshutt Spreader distributes the load the way that saves all its fertilizing value—breaks it up into fine particles readily available as plant food and scatters it evenly over a wider surface than most other machines.

It spreads it in many different quantities per acre—by a mere shift of a lever. Farmers use it for light top dressing as well as for heavy fertilizing.

It is built low—the top of the box is just waist high, 41" from the ground, with 17" clearance underneath.

Wheels turn sharp and conveyor chains travel along angle supports beneath the frame so there is no danger of sticking the machine when going over rough ground.

Bottom of box is stationary—no clogging or breaking of slats or rollers.

It's an easy Spreader to sell.

Ask our nearest branch house for a supply of literature and fuller particulars.

Cockshutt Plow Company, Limited

Winnipeg, Regina, Saskatoon, Calgary, Edmonton

Economical Performance Determines Tractor Value for Your Customers—

That is Why You Can Sell

White "ALL-WORK" Tractors

12-25 H.P. 14-28 H.P. 20-38 H.P.

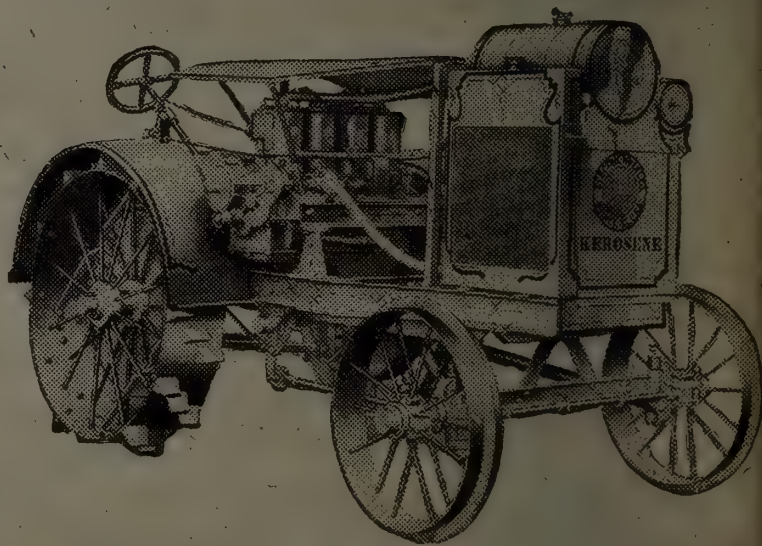
Low operating costs, maximum power delivery, and trouble-free service are the features the farmer demands in a tractor. He has them in the ALL-WORK. Note the range of sizes: The All-Work 12-25 (2-3 plow) operates a 20 or 22-inch thrasher. The 14-28 (3-4 plow) operates a 24 or 26 inch thrasher. The New All-Work 20-38, our latest addition, pulls 4 or 5 plows and operates a 32 inch thrasher to full capacity. It will double-disc, drill and pack in one operation, and handles a 10 ft. road grader.

The ALL-WORK line is built to do the work, in the field, on the road, or at the belt. No better threshing engines; they give smooth, steady power and are very conservatively rated. Reasonable in price, they out-class competition.

*Don't Wish Later, You Had the White
"All-Work" Contract. Get it Now.*

The White
"First
Quality
Line"
Means Money
to You as
a Dealer

Write us for
Agency Details



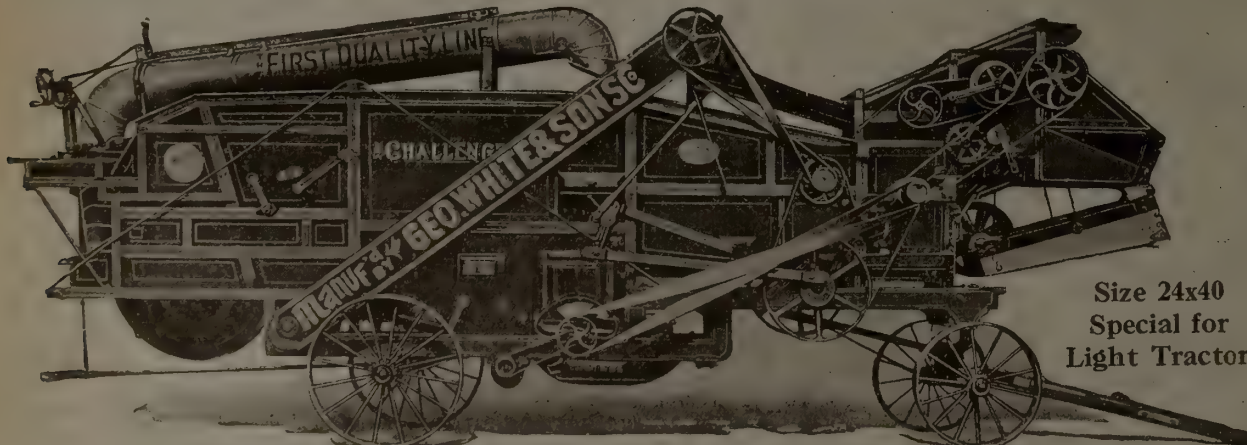
An Assurance of Bigger Profits
from 1923 Grain Yields

"CHALLENGE" THRESHERS

Made in Six Sizes:

20x36, 24x40, 28x46, 32x54
36x60, 40x66.

Built for Western conditions, they combine superior construction, honest value, strength and durability. With great capacity they do fast and thorough work even under the most adverse conditions. Twelve and sixteen double-bar cylinders. Finely balanced, easy running, with low power consumption. Our 1923 Sales Contract will interest you. We also manufacture rear and side-mount Steam Tractors.



Size 24x40
Special for
Light Tractor

George White & Sons Co., Ltd., Brandon, Moose Jaw, Saskatoon



Do You Appreciate Good Demand and Quick Turn-over? You get both if You Stock and Sell



Over 1500
Patterns

CRESCENT PLOW SHARES

Over 1500
Patterns

Whatever the demand for implements, the dealer handling "Crescent" Shares can do nice, clean cash business this spring. There is a type to suit every demand, and every sale assures repeat orders. How is your stock?



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

They have no equal for quality of material, perfection of fit and excellence of finish. Made from finest selected soft centre and crucible steel. Every share fully guaranteed. We can ship you on shortest notice.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits

Get the Latest
"Crescent" List
and Prices

Lay in a Stock



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.



TRADE MARK

HERSCHEL

— Duplicate —



TRADE MARK

MOWER and BINDER REPAIR PARTS

Highest in Quality and Finish

Fit, Finish and Quality
Guaranteed Against Original Parts

A Good Profit Assured to the Dealer

WRITE NOW
For Catalogue and Prices

Made for, and Sold Exclusively By



TRADE MARK

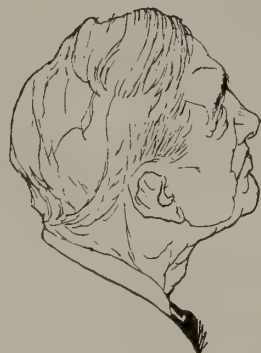
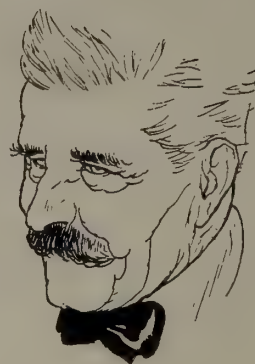
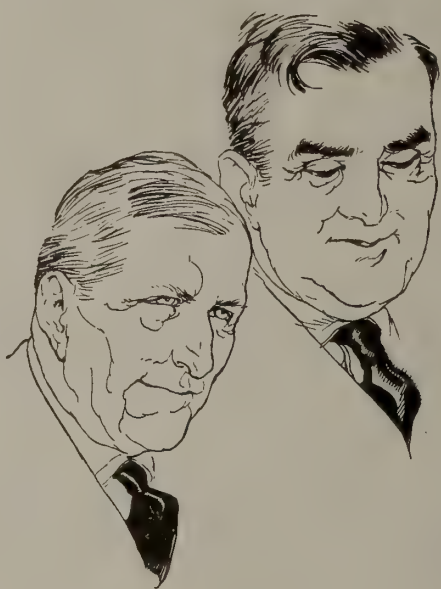
D. ACKLAND & SON, LTD.

WINNIPEG

CALGARY



TRADE MARK



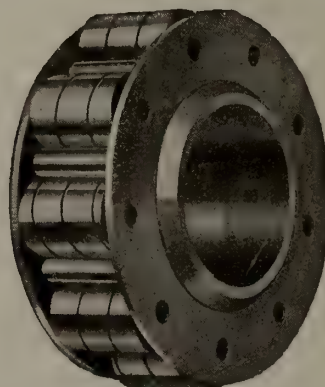
ALL the "old timers" will remember way back when only *tractors* were equipped with Hyatt roller bearings. Now these dealers are selling Hyatt-equipped potato diggers, manure spreaders, silage cutters and many other implements. Thus is demonstrated Hyatt leadership since the birth of the power farming industry. A complete list of Hyatt-equipped tractors and farm implements will be mailed upon request.

Hyatt Roller Bearing Company

Newark Detroit Chicago San Francisco
Worcester Milwaukee Huntington Minneapolis Philadelphia
Cleveland Pittsburgh Buffalo Indianapolis

HYATT

ROLLER BEARINGS



No adjustment of any kind possible or necessary—absolutely foolproof

CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 4

WINNIPEG, CANADA, APRIL, 1923

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00) (Per Copy 10c)

Hitching Sales Effort to Farm Engines

It seems some time since we have heard of a dealer who was making special effort to develop increased business in the farm engine line. For some reason dealers have not been pushing this line as they used to, and it's a pity.

There are few lines in the implement store that can be handled with more pleasure, and when the engine is the right make with more profit than stationary engines. The man who farms 80 acres, as well as the man who farms two sections, are equally prospects for an engine, and the larger the farm the better a prospect he is.

We recollect a dealer who sold a farmer a small engine. A week or so later the farmer came back and reckoned he might as well get a power washer. Friend wife saw that the pumping was being done so much easier she could not see why she should break her back over a wash board. He got his washer and departed, but the dealer knew that there was the chance of selling a separator to this farmer. So every time he came along that summer he broached the separator business. He pointed out how the farmer was losing profits, and how he could not make money from his cows without conserving the butterfat.

The farmer objected to the separator because it took so much time to operate. He raised a lot of beef cattle, and he claimed he had more than enough to do without using a separator. But the dealer enquired about the labor-saving of the washer, and pointed out that the engine would operate the separator equally well. He suggested rigging up a line shaft to let the engine handle the chores quickly. In the end he sold the farmer a separator, and other equipment as well, a proof of what one engine sale may develop for the dealer.

Ample Power Pays

This same dealer said that one time a man was in and had a confab with a salesman who

advised him to buy a larger engine than the man had figured on as sufficient. The man backed up. He thought it was too much. He went to another dealer in the town and bought himself a smaller engine. He had not used it more than a week before he discovered it was too small.

What did he do then? He fretted. He put his engine down as N. G. He wished then that he had heeded the first salesman. He sold the engine before long to another man who could use a low horse powered outfit. The next time he purchased an engine, it was at the first store.

The farmer is ripe for sound arguments favoring the purchase of new equipment. He may not know it, but he has prepared himself for your salesmanship by overhauling and overhauling without replacement until his outfit in many cases has reached a ragged state.

He has been making the old do, whereas he has the same human desire down in his heart to carry on his work with snappy, efficient equipment. He has pride in ownership, as we all have, but he has let it sleep lately.

Go out into your territory and make a survey. Thoroughly inspect the equipment on every farm; if repairs are needed get the order, but make a careful record of the condition of every machine and don't be backward about discussing with the farmer the replacement of equipment which you believe to be costing him more than new.

The Size of The Engine You Sell

Most dealers will agree that the average engine prospect through notions of economy, has a weakness for buying an engine of too low horse-power. This is truly false economy. One day we were in a implement store and a farmer came in after an engine. He explained what he wanted to operate, and reckoned 2 h. p. would fill the bill. The dealer convinced him in five minutes that it would be sense to buy ample power while he

was at it, and finally sold him a 4 h. p. model.

On the other hand, it is not always easy to abuse a prospect of a small engine he has got into his head. But tell him the truth, and he will see the day he will look back and admit you are right.

We remember the man who reckoned 2 h. p. would be ample for his milking machine. The dealer had quite a job to convince him that the milker would do better with 3 h. p., and finally sold him. Later he thanked the dealer for making him take the extra power.

Now suppose that the dealer had assured these men that a lower horse powered engine

would have done the trick, or supposing he had advised a higher horse powered engine, what then? They might have purchased. Yes. Afterwards they would have discovered what was what and the dealer would be blamed.

What would have been their state of mind then? That the dealer didn't know which. They were intent only to make a sale. Didn't have the customer's interest at heart enough. His faith in that store would have spoiled. He might not have come back next time. And the old man would have had to write the name on his book on the "loss" side instead of the "profit" side.

Financial Conditions in the Implement Industry

International Harvester Company's Annual Report for 1922

International Harvester business for 1922, according to the annual report issued March 9th, showed some improvement over 1921. The net profit was \$5,540,767.93, as compared with \$4,149,918.80 for the preceding year. The 1922 profit was 2.6 per cent. on the actual capital invested.

Current assets at the close of 1922 were \$164,511,000, compared with \$179,554,000 for 1921, with receivables increased \$9,525,000 and inventories decreased \$26,275,000. Current liabilities were \$20,789,000, as compared with \$27,507,000 at the end of 1921. The ratio of current assets to current liabilities at the end of 1922 was approximately 8 to 1, comparing with 6 to 1 at the end of 1921.

The payment of cash dividends on the preferred stock at 7 per cent. and on the common stock at 5 per cent. necessitated a reduction of the surplus by \$3,522,000, as compared with a reduction of \$8,178,000 for 1921.

At the close of 1922 dealers' and farmers' notes receivable amounted to \$48,791,151, and accounts receivable were \$21,738,-

892. Bad debts charged off during 1923 amounted to \$683,313. It is interesting to note that cash collections on business done during the year were satisfactory in both domestic and foreign trade, being 78 per cent. in the United States, 70 per cent. in Canada, and 80 per cent. in European and other foreign trade.

The profit, as stated, was only 2.6 per cent. on the actual capital of \$158,142,304 invested, which is over \$3,500,000 less than the dividend requirements of 5 per cent. on common stock and 7 per cent. on preferred stock, necessitating the reduction shown on surplus. This is a good indication of the strenuous times through which implement manufacturers are passing, and it should be remembered that the capital stock, if invested in first class securities, would have netted a great deal higher profit.

In continuing, the report says that no profit was derived in 1922 from sales of farm machinery in the United States, attributing this fact to the conditions in American agriculture of which it says:

"Crop yields were fully up to the average and there was some

advance in the price received by the farmer for his produce. In the United States the greatest improvement was shown in the cotton and wool-producing sections, there being little gain in those territories that raise grain.

"In countries that import foodstuffs the changed conditions brought about by the war, particularly the higher cost of transportation, have improved the position of the farmer as compared with those engaged in other industries, as the increased cost of importing foodstuffs tends to give the farmer a better relative price than he obtained before the war. In some of the food-importing countries the price of farm produce has been increased even more than the cost of labor and manufactured goods. The reverse is true in countries exporting foodstuffs. As this exportable surplus largely determines the price the farmer gets for his produce, it follows that increased cost of getting his grain to market reduces the amount the farmer receives."

Looking forward, the report says:

"The volume of business now written for 1923 justifies the hope of improvement for this year. The most difficult problem confronting this industry today is the tendency of the so-called secondary inflation to raise the cost of labor and material to a point where the farmer cannot afford to buy the product."

Report of Case T. M. Company Indicates Improvement

In its financial report for 1922, recently issued, the J. I. Case Threshing Machine Co., Racine, Wis., shows that gross sales for the fiscal year were only \$15,720,716, as compared with \$17,255,198 in 1921. Warren J. Davis, president of the company, points out that there were more units sold the decrease in revenue resulting from lower selling prices. He stated that an increase in foreign sales was evident. As is the case with other farm equipment firms the Case organization is well below its pre-war level of demand. The company failed to earn its preferred dividend of \$910,000 by \$588,731. In 1921 the company had a deficit of \$1,493,431. The reserve at the close of 1922 was \$3,304,678.

The balance sheet shows the company in a strong position, with the ratio of current assets to current liabilities considerably better than 3 to 1. Current assets as of December 31, 1922, were \$21,180,650, current liabilities \$6,392,193. The current assets are made up of \$12,720,454

in inventories and \$6,827,807 in customers' notes receivable. Other receivables were nearly \$500,000.00.

The report states:

"Inventories were reduced \$1,913,913.55 during the year. Dec. 31, 1921, a special reserve of \$700,000 was provided against the inventory for anticipated losses thereon which had not been fully disclosed at that date. During the year 1922 losses of this character actually sustained amounted to \$323,912.68, and the balance of the reserve, \$376,087.32, being no longer required, has been restored to surplus. Inventories were valued, as usual, at cost or market price, whichever was lower.

"Notes and accounts payable show a decrease of \$64,027.35 for the year, notwithstanding the fact that expenditures on account of the next season's product were considerably in excess of the amount expended in the preceding year for the same purpose. Notes payable, outstanding at December 31, 1922, amounted to \$5,395,000, compared with \$5,855,000 at the end of 1921, a decrease of \$460,000.

"The reserve for contingencies and future collection expenses of \$1,000,000, set up out of earnings of previous years, in addition to providing for estimated future collection expenses and losses on notes receivable, includes a substantial amount for other contingencies.

"Consistent with plant activities, adequate provision has been made for depreciation by a charge of \$171,429.40 against earnings."

Avery Company Reduced Losses

In its financial report for the business year ending November 30, 1922, the Avery Company, Peoria, Ill., shows that losses were reduced to \$990,925 from \$1,123,981, the amount of the losses of the company for 1921. The losses, of course, were due to unfavorable trade conditions.

The funded debt of the company amounts to \$2,413,333. Current assets on November 30 totalled \$4,603,632 and current liabilities as of the same date, including interest and taxes, aggregated \$2,909,654.

Emerson-Brantingham Issue Financial Report

In their fiscal report for 1922 the Emerson-Brantingham Implement Co., Rockford, Ill., showed that current liabilities are decreased by \$1,658,880 as compared with the previous year. Net losses for the fiscal year ending October 31, 1922, were \$2,445,786 after taxes, interest, de-

preciation, etc., were provided for, as compared with \$3,308,726 the year before.

President C. S. Brantingham points out that for the last several months sales show steady improvement, and that prospects in the farm machinery business are much brighter. The plant at Rockford, Ill., is operating nearly to capacity.

Allis-Chalmers Financial Report

The Allis-Chalmers Manufacturing Co., Milwaukee, Wis., recently issued their financial statement for 1922.

Net profits for 1922 amounted to \$2,208,549, equal to \$4.08 a share on the common, after preferred dividends, against \$2,215,467, or \$4.11 a share in 1921. There was transferred to earnings, \$524,619 representing the balance of reserves set aside in prior periods on certain contracts, guarantees, which have since expired and are now definite earnings. In addition \$175,000 was received in part settlement on a foreign contract. Unfilled orders December 31 totalled \$8,215,545, against \$8,288,929 September 30, and \$7,300,574 on December 31, 1921.

Saskatchewan G. G. Report on Trading Operations

The trading department of the Saskatchewan Grain Growers' Association handles farm implements, lumber, binder twine, seed grain and coal. It is stated that about one-third of the locals make use of it. In the report for 1922 trading it is shown that the turnover was more than \$300,000 on which a profit was earned, it is claimed, but as a result of revaluation of stock and writing off of bad debts the deficit at December 31, 1922, was \$31,064.

For bad debts there was set aside \$6,120; the sum of \$11,803 for organization which had been carried as an asset was written off, and machinery and other supplies on hand underwent a drastic revaluation. There was a total impairment of capital up to the end of 1922 of \$113,944.

Advance-Rumely Company Issue Financial Report

The annual report of the Advance-Rumely Co., La Porte, Ind., for the year ending December 31, 1922, shows that the company had a net profit on 1922 operations of \$137,610. They had a deficit in 1921 of \$1,964,215. Inasmuch as the payment of dividends on the preferred stock last year totalled \$374,253, there was an actual deficit for the year of \$236,643 to be deducted from the surplus. The surplus at January first stood at \$1,442,853.

At the end of the year customer's notes, including interest, aggregated a value of \$6,237,701, and dealers' and other trade accounts \$181,055. The total assets of the organization were valued at \$32,807,371.

The report states that improvement in buying power of the farmer came too late to effect 1922 business, and will not be fully reflected until this season. The company increased the sale of machinery units in 1922 over 1921 by 57.7 per cent. The sales volume in dollars was increased over 1921 by 14.8 per cent. The sales, general and administrative expense was 9.4 per cent., less than in 1921. During the year ending August 31, 1922, the company's inventory was reduced to the lowest point in its history, \$5,062,875. Heavy material purchases were made the last quarter of the year. Customers' notes only increased 7.7 per cent. in the year despite conditions. A reserve of \$361,471 is shown against shrinkage in value of inventory in 1922. It is gratifying to note, states the report, that the operations for the year show an improvement over the preceding year of \$822,628.

Finley P. Mount, president of the company, points out that the farm value of crops raised last year exceeded that of 1921 by \$1,842,878,000, or 32 per cent. It is inconceivable, he states, that this huge sum can be added to the farmers income without effecting profound and lasting benefit to all business, and particularly the machinery business.

General Motors Lost on Tractor Production

In its annual report for 1922 the General Motors Corporation shows that the tractor division of the corporation has been liquidated at a loss of more than \$33,000,000, while the tractor plant at Janesville, has been turned over to other uses. The company decided to quit the tractor business last fall.

The report shows that the tractor was developed and priced at \$650, but it was found it could not be sold profitably at that price. Prices were raised, but sales could not be made in competition with other tractor lines. It was planned to manufacture 70,000 tractors and arrangements were made for materials. In addition materials were specified for making 60,000 tractors of another class. The losses in liquidating inventories and materials of the tractor division were \$21,293,752, while operating losses were \$11,946,292—a total loss for the corporation of \$33,240,044.



Send for *This* NEW BOOK

*Filled with Evidence that
Helps Dealers Sell OilPull Tractors*

IN California, Texas, Maryland, Canada — everywhere that tractors are used, the high opinion of OilPull owners is proving a powerful sales help to dealers.

We have recently compiled a book which puts into physical form a slight suggestion of this high regard. The book contains letters from users in scores of states and Canadian provinces. It is conveniently indexed for easy reference.

You will be interested in getting the farmers' viewpoint of the OilPull Tractor—of its notable features, such as Triple Heat Control, Dual Lubrication, etc.—its fuel and upkeep economy—its long life and dependability—its amazing performance records under widely varying conditions.

There is no obligation. Just a simple written request brings the book without cost. We will also send details of the Rumely Agency situation in your territory.

OILPULL

"The Cheapest Farm Power"

ADVANCE-RUMELY

THRESHER COMPANY, Inc., La Porte, Indiana

Calgary, Alta. Edmonton, Alta. Regina, Sask.
Saskatoon, Sask. Winnipeg, Man.

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and farm trucks.

Serviced from 33 Branches and Warehouses

With the Manufacturers

The J. I. Case Threshing Machine Company has opened a storage and distributing branch at 1600 H Street, Fresno, Calif.

C. Rider & Son, Inc., Goodlands, Ind., has been incorporated with capital of \$60,000 to manufacture vehicles.

Frank Silloway, vice-president and general trade manager of Deere & Co., Moline, Ill., is making a four months' trip through South America.

A new model manure spreader has been developed by the Gehl Bros. Manufacturing Co., West Bend, Wis., for which many advantages are claimed.

A retail price list on its full line of horse-drawn tillage and seeding implements has been issued by the Oliver Chilled Plow Works, South Bend, Ind.

Byrne, Kingston & Co., Kokomo, Ind., have developed a standard governor for the Fordson tractor. Information will be sent dealers who request it.

In the month of February the Avery Company, Peoria, Ill., had a sales volume which was 40 per cent. greater than that of February, 1922.

The Baker Manufacturing Co., Evansville, Ind., has announced an advance of 5 per cent. on wind mills, 10 per cent. on engines and 10 per cent. on pumps.

The Curtis Gas Engine Corporation has been organized and incorporated at New York with a capital stock of \$300,000 to manufacture gas engines and parts.

Wm. Butterworth, president of Deere & Co., Moline, Ill., attended the International Cham-

ber of Commerce convention, held at Rome, Italy, on March 19th.

Elwood A. Cole, formerly treasurer of the Avery Co., Peoria, Ill., died at his home in that city, March 4, aged 58. Mr. Cole joined the Avery Co. in 1911 and retired in 1921.

The Rotary Spreader Co., Mason City, Ill., has been incorporated with a capital of \$25,000. The incorporators are W. E. Ainsworth, C. A. McHarry, S. D. Sutton and E. G. King.

A most complete and attractive catalog illustrating and describing the full line of the Papec Ensilage Cutters, has recently been issued by the Papec Machine Company, Shortsville, N. Y.

The Milwaukee works of the International Harvester Co. are working at a little better than 60 per cent. of capacity. Its investigations reveal farmers to be in an increasingly optimistic mood.

The Universal Milking Machine Co. of Columbus, O., has completed plans for the transfer of its plant and headquarters to Waukesha, Wis., so that it may be closer to its principal markets.

The new plant of the Firestone Tire and Rubber Company of Canada, Limited, at Hamilton, Ont., is now operating at full capacity in two shifts. The plant is modern in every way.

Messrs. Ransomes, Sims & Jefferies, Ltd., Ipswich, England, announce that the users of Ransome ploughs won 40 first prizes and 100 other prizes at plowing matches held during last December.

The American Machine & Foundry Company, New York, have established an agency in Minneapolis in the L. B. Wood building, 108-110 Third avenue north, with F. E. Kruse as manager.

The Wisconsin Tractor Sales Co., which recently moved its warehouse and headquarters from Oshkosh to Fond du Lac, Wis., has increased its capital stock from \$15,000 to \$30,000 to accommodate increased business.

C. S. Hoben has been appointed sales manager of the Studebaker Corporation of Canada, succeeding W. G. Palmer, resigned. Mr. Hoben was connected with the Ford organization for thirteen years.

The Argentine Minister of Agriculture is making preparations for an exhibition to be held this year, at which the exhibits will include spraying machines, dairying machinery, and seed cleaning and grading machines.

The Universal Rotary Soil Cultivator Co., 220 Broadway, New York, N. Y., has been incorporated with a capital of \$100,000 to manufacture a rotary cultivator designed by N. Giusto, an Italian inventor.

Every evidence of better business is shown throughout the large plant of the R. Herschel Manufacturing Co., Peoria, Ill., manufacturers of mower knives and sections, where every department is busy on orders for the coming season.

A combination stump puller and skidder attachment for the Fordson tractor is being offered by Dorsey Brothers, Elba, Ala. It is made of steel throughout. The frame connections are hot-riveted and connected to rear axle hous-

ing of Fordson tractor by a special clamping device.

The Link-Belt Company of Chicago, Philadelphia, Indianapolis and Toronto, announces the completion of a new general catalog No. 400, which embraces their entire line. It is the most complete book they have ever issued on this subject.

The Cleveland Tractor Co., Cleveland, O., has announced a new motor cultivating unit consisting of the Cletrac model F and a Superior two-row cultivator, the latter made by the American Seeding-Machine Co., Springfield, Ohio.

The Four-Drive Tractor Co., Big Rapids, Mich., is understood to be contemplating the construction of a Pacific Coast factory. Present plans, it is said, provide for the new plant being located at Seaside, near Monterey, Cal.

The Levene Motor Co., Philadelphia, manufacturer of automobile parts and gears, has taken over the plant of the Hicks-Parett Tractor Co., Chicago Heights, Ill., and will continue to operate and furnish service and parts.

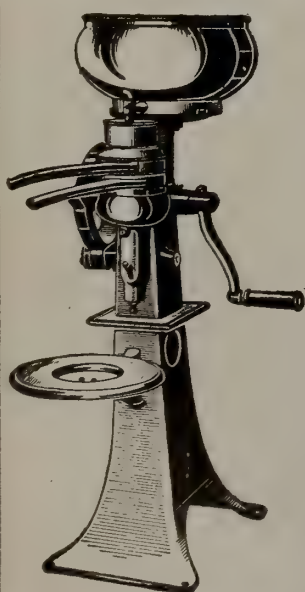
The McQuay-Norris Co., St. Louis, Mo., has acquired the plant and property of the Victor Bearings Co., Indianapolis, which has specialized in the production of crank shaft and connecting rod bearings. The new owners expect to enlarge the plant.

The A. J. Kirstin Canadian Co., Limited, Sault Ste. Marie, Ont., manufacturers of stump pullers, have recently reorganized and will be known as the Kirstin-Hase Co., Limited. They have purchased a new modern building 50 x 130 feet, and are moving into it this month.

An official statement was made recently as to the intentions of the Ford Motor Co. with reference to the new plant to be erected in St. Paul just across from South Minneapolis. The plant is to produce parts for automobiles and tractors, but not complete machines.

The Northern Distributing & Warehousing Co., Saskatoon, was recently burned out, the loss being \$75,000. Amongst other firms who lost goods in the fire were the Cushman Farm Equipment Co., Winnipeg, and the Huber Manufacturing Co., Brandon.

The Keller Manufacturing Co., Minneapolis, are finding the Keller patented evener a business builder. W. E. Keller, president of the company, says it is the greatest improvement in harrow construction since his father, the



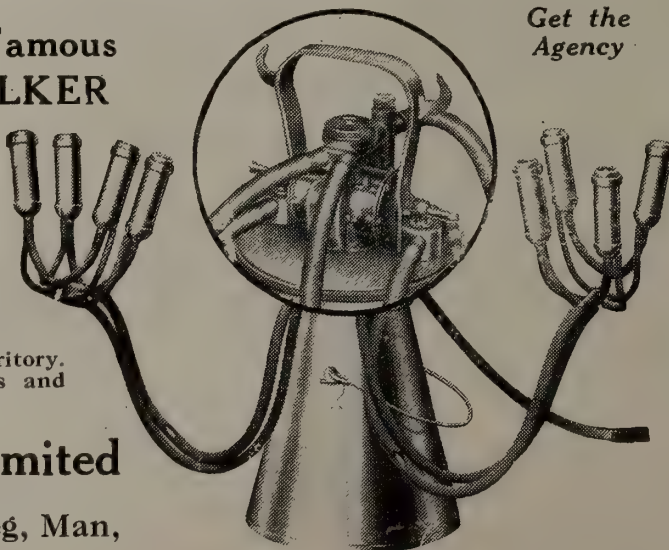
EMPIRE - BALTIC Cream Separators

"The Cream Separator with the Million Dollar Bowl"

Made in all sizes. Capacities from 140 to 1,000 lbs per hour. Unusually well made, sturdy and substantial. Has the most highly-perfected self-balancing bowl ever developed. Interchangeable discs. Simple ratchet-coupling arrangement. A finer and more efficient cream separator has never been sold. Ask for details and dealer sales plan.

Handle the Famous EMPIRE MILKER

Equipped with the only Pulsator with a Four-Year Guarantee. Made in single or double units. The Empire teat cup gives gentle, uniform action, and fits all cows. A simple, sanitary outfit that appeals to every cow-owner. Get particulars and sell it in your territory. Write for Catalog, Prices and Sales Offer to



Get the
Agency

ROBINSON - ALAMO, Limited

(Distributors)

140 Princess St.

Winnipeg, Man,

late Henry Keller, Sr., put out the pointed dagger tooth twenty-five years ago.

V. P. Smyth recently joined the forces of the Avery Company, Peoria, Ill., and will have charge of their sales and organization work in Canada. Mr. Smyth is well known to the East Canadian trade, as he was formerly associated with the R. A. Lister Co. of Canada when they were acting as Avery distributors in Eastern Canada.

The Harmer-Knowles Motor Truck Co., Limited, Toronto, are moving into their new plant on Greenwood Avenue. The building has a floor space of 12,500 square feet, about four times the available area of the old plant. The company make trucks of 1, 1½, 2½ and 3½ tons, assembling them largely from Canadian materials.

The J. I. Case Threshing Machine Co., Racine, Wis., recently made one of the largest export shipments on record when it shipped a train load of thirty cars of farm equipment to Australia. Earlier in the winter a 25-car train was sent to the same country. The shipments consisted of Case tractors, Great Detour plows and disc harrows, silo fillers, steam engines, etc.

Caron Bros. will Open Branch at Winnipeg

Caron Bros., Montreal, manufacturers of light, power and water plants announce that they have appointed D. A. Urquhart as western sales representative for their plants. Mr. Urquhart is well known to the trade in the Canadian west. As early as 1905 he was selling in this territory, and was the first man to place

Delco lighting plants on the Western market. He has a wide experience in the lighting plant business and should be a valuable acquisition to his company. In recent years Mr. Urquhart placed the Phelps power and light plant in the western field.

Mr. Urquhart recently returned from the factory of his company in Montreal and reports that they are very busy taking care of the heavy demand for their plants. In addition to supplying the Canadian demand the company are doing an export trade to Argentina and other countries. In the west salesman will cover the territory, and the Winnipeg branch will place agencies in the various provinces throughout the West. Caron Bros. already report a very live inquiry for their plants from western dealers and farmers, and they anticipate do-

ing very satisfactory business in this territory.

According to Mr. Urquhart the industrial centres in Quebec are very busy and little unemployment evident. The company will secure premises for their Winnipeg headquarters in the near future so that western dealers will have prompt delivery of their requirements.

Timber Conservation Essential

At their meeting in Chicago recently, members of the Farm Wagon Department, National Association of Farm Equipment Manufacturers, took occasion to urge greater interests on the part of the public and the government in reforestation and timber conservation, calling attention to the fact that 25 per cent. more timber is being cut annually than is being grown.

Waterloo Lines Sell Easier, and Your Profits are Clear Profits

Tractor owners must have service. If the tractor does not give it, the dealer must. This cuts his profits. "Eagle" and "Heider" dependability saves service calls. Your profits are not eaten up.



--the Tractor of Steady Service Power and Economy

12-22 H. P. :: 16-30 H. P.

Eagle Tractors have every feature that appeals to your customer's sense of economy—reasonable price, low fuel consumption, and long life.

Simplest tractors built, and most adaptable for all field and belt work. Smooth, steady power for threshing. Note location of the large, wide-faced belt pulley. Equipped with heavy-duty horizontal, twin-cyl. valve-in-head motors. 12-22 is 7 x 8"; 16-30 is 8 x 8". Use gasoline or kerosene. Enclosed gearing; auto steering. Hyatt equipped throughout.

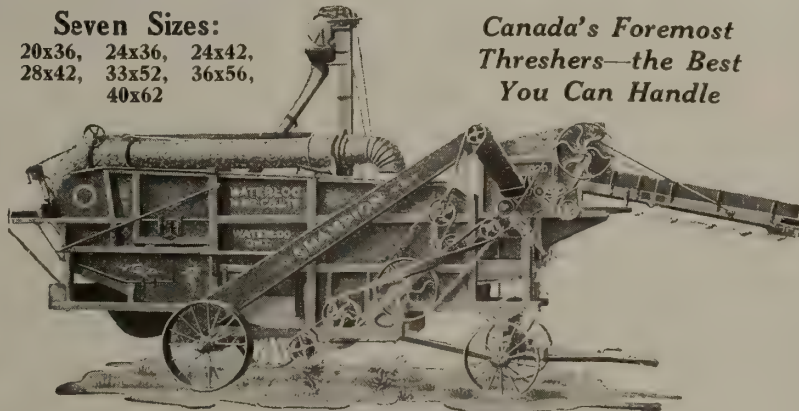
"Waterloo" Champion Separators Do a Real Job

Clean Threshing—Thorough Separation—Perfect Cleaning

When you handle the "Waterloo" Champion you sell a thresher that means absolute reliability to the farmer. For over 60 years they have held the lead for efficient, economical work. Lower grain values call for the best threshing, and that is what the "Waterloo" Champion does. A size for every demand. Equipped with Wind Stacker, Feeder, Wagon Loader and Register.

Seven Sizes:
20x36, 24x36, 24x42,
28x42, 33x52, 36x56,
40x62

Canada's Foremost
Threshers—the Best
You Can Handle



The Waterloo Contract gives the dealer the sale of a line of tractors for any size farm and every size job; tractor implements, and a line of threshers that can't be equalled.

Write for Territory.



Heider Tractors Have Exclusive Sales Features

9-16 H. P. 12-20 H. P. 12-24 H. P. 18-36 H. P.

Note the two new models, the 12-24 and 18-36 Heiders. They have guaranteed surplus power, and the 18-36 is especially designed to give ample power to operate a 28-in. separator. They combine light weight with great strength. The patented transmission gives 7 speeds, forward and reverse, all on one motor speed. No gears to strip; 15 to 20% fewer parts. Get the 1923 prices.

Rock Island Tractor Implements

Rock Island tractor plows are made in 2, 3 and 4 bottom sizes, with the famous CTX moldboard. A good line for spring trade. Do fine work with any tractor. Get a sample on your floor, also of the No. 38 tractor disc, in 8 and 10 ft. sizes.

"Waterloo" Steam Engines in 16, 18, 22 and 25 h.p. sizes are most economical power for plowing, threshing and road work. Ask for our steam engine catalog.

The Waterloo Manufacturing Company, Limited
Winnipeg Portage la Prairie Regina Saskatoon.

Regina News Items

The Regina Implement Dealers' Association are taking an active interest in the Regina Summer Exhibition. H. A. Knight, of the Association, is President of the Fair Board, and Mr. Fuller, who is Convener of the Exhibition Committee of the Association, is a Director of the Fair Board.

At our recent annual meeting Mr. A. S. Barker, manager, Garden City Feeder Company, was elected President for the year 1923. Mr. V. N. Cornwall, manager, Nichols & Shepard Company, the retiring President, was retained as a member of the Legislative Committee.

Mr. W. E. Parsons, manager, McLaughlin Motor Car Company, Regina, has been transferred to Edmonton as manager of that branch. Mr. John McDonald, their wholesale salesman at Edmonton, has been promoted to manager of their Regina branch. Mr. McDonald is an old-timer of Regina, having been, for many years, located here as Collection Correspondent for the International Harvester Company of Canada, Limited.

The death of William Perry Wells, of Chicago, early in March, came as a shock to the Regina

implement fraternity. Mr. Wells was Branch House manager at Regina for the International Harvester Company of Canada, Limited, for twelve years, and was promoted to the Head Office in 1916.

The Legislative Committee of our Implement Association has had several conferences with Mr. D. A. McNiven, M.L.A. for Regina, also with Members of the Government, on the subject of the unreasonable law which allowed and practically encouraged municipalities to seize, for arrears of a farmer's taxes, his machinery, although, subject to our purchase price lien notes. Several glaring cases of such injustice occurred during the last two or three years, and were especially rank in view of the Provincial Government's Creditors' Conferences called every fall, urging and practically insisting on creditors of farmers being "lenient" and "reasonable." The Government agreed there was an injustice here in asking Machine Companies to be lenient and reasonable in their attempts to collect past due notes for machinery, secured by purchase price lien on the machinery sold, and then for the municipalities to turn around and seize that machinery and sell

it for the farmer's taxes. Our Provincial Parliament, which has just adjourned, has amended the Rural Municipalities Act, we are told, so that this injustice has been removed, and now only the purchaser's interest in the machinery can be sold for his arrears of taxes. Mr. D. A. McNiven, M.L.A. for Regina City, took personal charge of this matter, and pressed the necessity for remedial legislation in every way possible.

Outlook for 1923 implement business at this time is considered better than a year ago. The feeling among implement men in Southern Saskatchewan is that the 1922 crop laid a good foundation for 1923 business. It is true that implement companies were disappointed in their collections from the 1922 crop, because arrears on loans, arrears of taxes, seed and relief liens, and bank advances took a far larger share of the farmers' crop than we expected. At the same time, it is felt that as the farmers' loans, taxes and indebtedness to the banks are in better shape than for years, the implement companies will stand a better chance next fall out of the 1923 crop.—L. M. Larson, secretary, Regina Implement Dealers' Association.

Announce Twine Prices

The Brantford Cordage Company, Limited, Brantford, Ont., announce their binder twine prices for 1923:

Net cash carload price f.o.b. Fort William and Port Arthur follows:

	Per 100 Pounds
500 ft. Standard	\$10.80 $\frac{1}{2}$
550 ft. Standard Manila	11.28 $\frac{1}{2}$
600 ft. Manila	11.99 $\frac{3}{4}$
650 ft. Superior Manila	12.46 $\frac{7}{8}$

Net cash price (less than carload but over 10,000 lbs.) f.o.b. Fort William and Port Arthur.

	Per 100 Pounds
500 ft. Standard	\$10.92 $\frac{1}{2}$
550 ft. Standard Manila	11.40
600 ft. Manila	12.11 $\frac{1}{4}$
650 ft. Superior Manila	12.58 $\frac{3}{4}$

Net cash price (less than 10,000 lbs.) f.o.b. Fort William and Port Arthur.

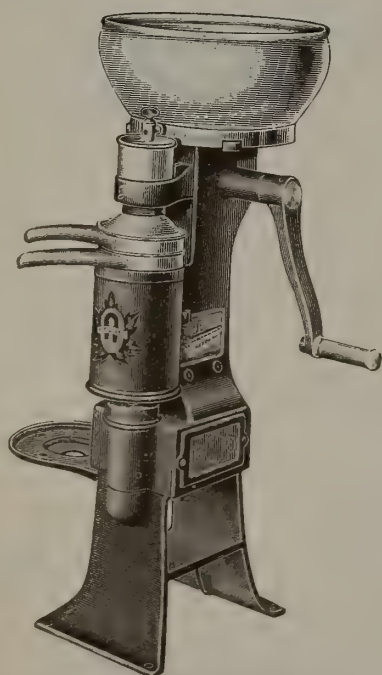
	Per 100 Pounds
500 ft. Standard	\$11.04 $\frac{3}{4}$
550 ft. Standard Manila	11.51 $\frac{7}{8}$
600 ft. Manila	12.23 $\frac{1}{8}$
650 ft. Superior Manila	12.70 $\frac{5}{8}$

These prices are net prices, f.o.b. Fort William, after all discounts have been taken off.

Sales Tax — These prices include all sales tax now payable under the present law, and, unless there should be some change in this law, The Brantford Cordage Company, Limited, will pay the full tax without making any additional charge to the customer for sales tax.

Pat a puppy's head or a man's personal opinion, and you have 'em both going.

There's no such animal as a good, sound investment which pays fabulous returns.



Now a Lister Product—

MAGNET Cream Separators

Made in 5 Sizes:
Capacities: 400 to 850 Lbs. per hour.

Have non-vibrating spindle, strong stand and square-cut gearing running on large ball bearings. The Magnet bowl is supported at both top and bottom. Steadied at each end by spring-cushioned bearings, it is carefully balanced and tested. The one-piece skimmer increases the capacity of bowl and eliminates all chance of clogging. Equipped with spring brake for rapid stopping, large anti-splash supply tank and sanitary strainer.

Magnet cream separators have exclusive sales features and excel in skimming efficiency and long service.

Magnet "By-Pass" Engines

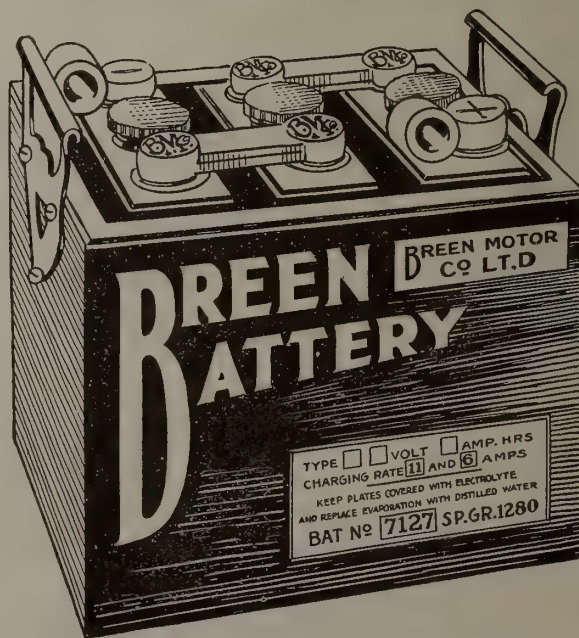
Sizes: 3, 5, 7, 9, 12 and 16 H.P.

Horizontal, hopper-cooled, 4-cycle type. Simple design, economical and dependable. Operate on gasoline. Special electric ignition. Throttle-governed, they give steady, even power for every farm job. Have simple and efficient oiling system. Mounted complete on heavy oak skids, and equipped with friction clutch pulley. Write for Agency particulars.

Now is the Time to Secure Territory

R. A. LISTER & Co. (Canada) Ltd.
WINNIPEG, MAN. HAMILTON, ONT.

Big Opportunity for Dealers



Breen Batteries have satisfied the most exacting Automobile owners, consequently there is an increasing demand for them.

For a Standard, High Grade Battery order a "Breen"

Write for our latest Price Lists and Discounts

BREEN MOTOR COMPANY LIMITED
WINNIPEG - - MAN.



Why You Should Sell Case Tractors

GOOD FARMERS are your best customers. The Case Tractor and the Case Sales Plan enable you to interest and sell these desirable customers.

No tractor has a better reputation for the qualities that good farmers demand:

Efficiency—The Case is well adapted to all farm work.

Dependability—It works continuously until the job is finished.

Durability—Because of quality in design, material and workmanship, Case Tractors last through years of hard service.

Economy—In practically every test in which Case Tractors have been entered, they have taken first place in economy.

Simplicity—Because of their simplicity and ease of handling, farmers find Case Tractors easy to operate.

Accessibility—All necessary adjustments and replacements are easily made.

Service—A nearby branch house with well organized service facilities enables you to maintain a high standard of service.

The Case Sales Plan helps you to present these qualities and the profit making possibilities of Case Tractors to good farmers in an effective and convincing manner. It develops these farmers to the point of buying and helps you close the sales.

Ask our salesman about the new Case Sales Plan the next time he calls.

J. I. CASE THRESHING MACHINE CO., DEPT. D44, RACINE, WIS.

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon. Saskatchewan—Regina, Saskatoon. Ontario—Toronto.



Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.

Tractor Sales in Western Canada in 1922

Figures compiled by The Nor'-West Farmer from data received from manufacturers and distributors of tractors doing business in the Canadian West show that the total tractor sales in Manitoba, Saskatchewan and Alberta for 1922 amounted to 4,222 tractors of all makes and sizes.

This represents an increase of slightly more than 22.25 per cent. over the sales in 1921, which amounted to 3,428 tractors. The accompanying table shows the western sales by provinces, and the numbers sold according to horse-power classification.

It is of interest to note that although less than half as many tractors were sold in 1922 as in 1920, the record year for tractor sales in Western Canada, the gain

Range of Sizes	Provincial Distribution			Total Western Sales		
	Man.	Sask.	Alta.	1922	1921	1920
Up to 10-20 H. P.	715	1192	151	2058	605	5445
" " 12-25 H. P.	259	598	106	963	1338	2054
" " 16-32 H. P.	302	572	93	967	1248	2309
" " 22-40 H. P.	81	92	33	206	107	324
Over 22-40 H. P.	4	21	3	28	80	147
Total, All sizes	1361	2475	386	4222	3428	10279

over 1921 is very satisfactory when conditions are taken into account and the lower prices being received for agricultural products.

Accurate records on annual sales in the tractor business go back only as far as 1917, but a great many tractors were sold and in use in Western Canada before that year. In round figures the sales from 1917 to date are as follows:

1917, 5,000; 1918, 7,500; 1919, 9,000; 1920, 10,200; 1921, 3,400

and in 1922 over 4200 tractors. This means that since 1917 close to forty thousand tractors have been sold in the prairie provinces.

Allowing a reasonable depreciation and the discarding of machines no longer efficient, it is pointed out that there were approximately 35,000 tractors on the farms of Western Canada at the beginning of 1923. This, however, is basing the estimate on the sales recorded since 1917, and with the several thousand

machines in use before that year it may be assumed that the number in use is not far short of 39,000 machines. From present indications and reports of trade conditions it is anticipated that the tractor sales in 1923 in the three provinces will aggregate five thousand machines or slightly over that number.

Practically every farmer who has ever owned a tractor, and who does not now have one is a prospective buyer for a new tractor. There are thousands of such former-owner prospects that have had tractor experience, and in addition over 220,000 farmers who have never owned tractors but whose holdings are such that the tractor will prove economical for their operations.

In connection with the tractor sales for 1922, which as given by our contemporary were 4,222, it is of interest to note that in 1922 we imported 4,688 tractors from the United States. This would lead to the assumption that at least 466 tractors were carried over for 1923 business without calculating the tractors made by Canadian companies.

From the standpoint of the dealer the point of greatest interest is that the tractor market in Western Canada holds great possibilities and that this field is far from "saturated" from a selling standpoint. Every tractor owner and prospective buyer is also on the market for all kinds of tractor implements, threshers, ensilage and feed cutters, etc. In addition they mean a demand for gasoline, kerosene, lubricating oils, piston rings and tractor accessories of all kinds. With the number of machines in use the dealer should develop his demand for such lines in addition to the sales possibilities for new tractors. Distributors report a live interest in tractors this season, many having excellent prospects numbering twice as many as at this season last year. The tractor business should be satisfactory in 1923.

In Western Canada the average period of operation for tractors owned is 88 days in the year. This comprises an average of 37 days plowing, 19 days threshing, 22 days on other hand work, and odd jobs estimated at 10 days in the year. It is also estimated that the number of threshing machines operated by steam engines is only 17 per cent. of the total.

Worn out shoes put many on their feet again.

Many always in a hurry never arrive.

There is no such thing as a little garlic.

E-B Reasons Why

1. Rigid, continuous angle steel frame, well braced and trussed, forms solid foundation for seed hopper and feed mechanism. Shafts don't get out of alignment and feed can't jam or bind.
2. Spiral-bottomed fluted feed measures out seed accurately, in any desired quantity, without bunching, going uphill or downhill, and spiral-bottom cut-off, with 5/8 inch clearance between roll and bottom of cup prevents cracking of kernels.
3. Two-wheel drive. Positive feed is operated by traction from both wheels.
4. Independent spring pressure of each furrow opener assures even seeding. Regardless of unevenness of ground, seed is deposited at uniform depth.
5. Self-aligning axle boxes and large diameter wheels with 6-inch bearings contribute to light draft and smooth operation.



Emerson-Brantingham Implement Co.

Business Founded 1852

INCORPORATED

ROCKFORD, ILLINOIS

Branches and Stocks at Regina, Winnipeg and Saskatoon

E-B GRAIN DRILLS

Put the Seed Where It Will Grow Best



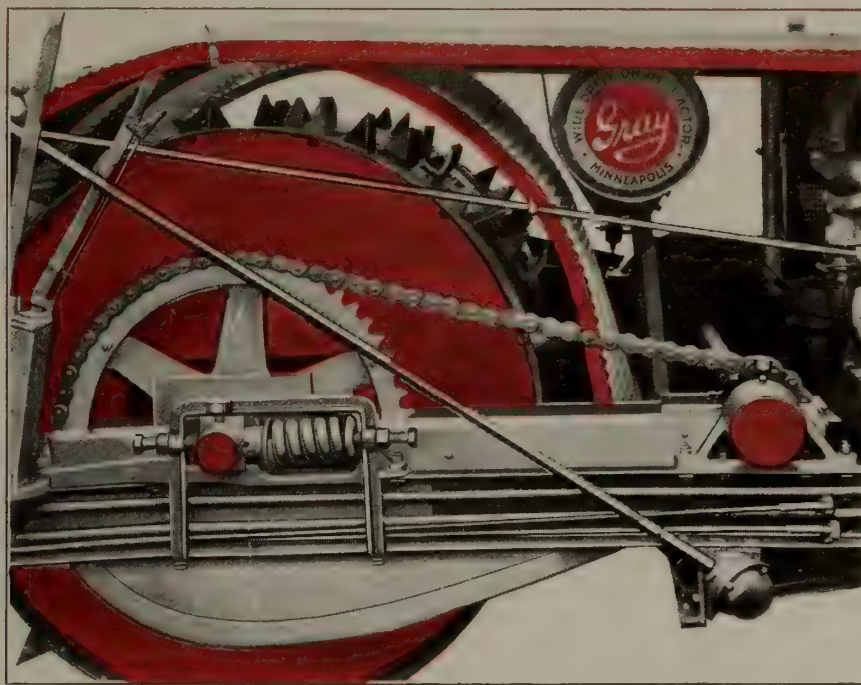
Profit for You— Profit for the Farmer

E-B Grain Drills are easy to sell, pay a good *net* profit, and bring you new business by satisfying the customer one-hundred per cent.

They are easy to sell because they are advertised in leading farm papers, are high quality, durable machines, and because they have features that appeal to the common sense judgment of farmers.

They earn a good *net profit* for you because your sales margin isn't eaten up by shop wear or field servicing. The owner of an E-B Drill finds that he can plant more acres, with less seed, in less time, at less cost—and because of this satisfaction becomes sold on the *E-B full line*. You make more profit—the farmer makes more profit.

Write us your drill requirements.
Do it today! All types and sizes.



"I have used my Gray Tractor to harvest 225 acres, threshed 22 days; plowed 160 acres; listed 75 acres; harrowed 250 acres and never paid out a dime for repairs or stopped a minute on the tractor."

M. W. Ratcliff, of Piedmont, Oklahoma, writes us as above. His experience is exactly the same as the experience of hundreds of Gray owners on the most difficult farms in North America—and in other countries. For years the Gray has been proving that it will do *everything*, for practically *nothing* in repairs.

Because the Gray is so supremely well-built and so wonderfully economical it is so solidly established. It *pays* the user; it builds business for the dealer. Every live dealer will want to know of the big new selling plans of the powerful Gray organization. Write to us at once.

THE GRAY TRACTOR COMPANY of CANADA, Ltd.
WINNIPEG, MANITOBA—298 Ross Street

WIDE DRUM
DRIVE TRACTOR
Gray

Conditions in Agriculture

In both provincial and federal circles much is being said about the parlous state of agriculture, especially in the Canadian West. While it may be admitted that the farmer has had a hard road to traverse it is somewhat of a paradox that so many legislators declaim that farming in the West is not profitable, while yet another body say that our only salvation lies in more immigration. In all, this verbal storm about conditions in Western agriculture offers no solution or suggestion for bettering conditions.

An expert from the Manitoba agricultural college, before a federal committee, it is stated said that farming in the West does not pay at present grain prices. A great many lines of business in the west might also say that business does not pay under present conditions, but we "carry on."

Many factors affect us, especially world conditions. The other day an old traveller said to the writer: "I recollect the time when if I wanted to sell an implement I waited until the evening and then went out to see the prospect. I could then get him, at the house or in the yard. Nowadays I need a six-cylinder car to catch up with him. In most cases, weather permitting, he is burning up gasoline over the trail."

No man has a better right to a car than the farmer; it has been a means of bringing town and country nearer, and has made rural life better in countless ways. But we still believe that farming, on the right basis, will pay the man who does not raise grain and Hades only, but who has stock, and who works steadily the year around and lives inside his income. He will make good unless he has some special bad luck. The other day a Ruthenian told of how he came to Western Canada 26 years ago with nothing. Today he farms two sections and his sons own three sections. This man said: "All this talk that farming does not pay is bosh. I am selling grain for about \$40,000 every year, which is more than twice what I paid for my land. Why say that farming does not pay? A little saving during the war, a little less buying of high priced land, would have helped us during the present hard times."

This from a man who started without a cent. From an economic view point, it would seem that a territory that can own about one hundred and fifty

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

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\$1.00 per year in Canada; Foreign, \$1.25 per year;

Single Copies, Ten Cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, APRIL, 1923

thousand cars, that can buy over four thousand tractors and more than four thousand threshers last year, is not a hopeless Sahara. It has been a long winter, and possibly the mental monotony has affected the outlook in agriculture. What we need is less vituperation and more perspiration—and a spirit of thankfulness that we have not to live in the chaos of Europe.

Clipping Machines as a Side Line

In the past the farm equipment dealer has paid little attention to some specialty lines which offer good sales possibilities. One of these is the clipping machine. Here is a line that is generally only ordered when it is asked for, but this policy is not profitable.

The dealers who sell most clipping machines are the dealers who display them—who get them out where the farmer can see them. You do not have to carry a big stock of clipping machines to make an attractive display. Two or three are ample, provided they are put out where your customers can see them—and know where to get them.

There are many uses for a clipping machine on any place where there are cows, horses or mules. They were primarily designed for clipping horses and mules. Clipping kept them fit,

free from excessive sweating more comfortable and active in the field, and in better condition in the stable.

Then, owners of large herds of milk cows started using them because they found that by clipping the udders, tails, flanks and underline of their cows they were able to keep dirt out of the milk bucket; and in many cases, this brought better prices for milk.

This was only the beginning. It was noticed that clipped cows did better. It also kept them free from lice and other vermin. It is said cows make some attempt to keep themselves clean when clipped. The energy formerly used in supporting the growth of long hair and combating the forces of adhering filth absorbed through the skin, was now properly diverted to producing more milk. Clipping cows not only saved labor and insured cleaner milk and cows; but it was found that clipped cows gave more milk and richer milk!

And there are many other uses for clipping machines—clipping young stock to make them thrive better, boosting the sale price of horses and cattle.

The market for clipping machines is so big and varied that it has hardly been tapped—and the dealer who sells and displays clipping machines should profit

Have a Repair List Cabinet

The up-to-date implement dealer usually has a complete file of repair lists for the machines which he handles, and in cases he has other lists for repairs of machines which are common in his territory. It will be found that a little system in the handling of catalogues and repair books will be of great advantage to the dealer. In cases you will see an implement store where the catalogues and repair lists are piled in a heterogeneous heap so that the whole have to be gone over in order to locate the required publication. When the customer is waiting for repair information it is not very business-like to have to wade through such a pile.

Why not built a neat vertical rack or cabinet for your catalogue and repair lists. Either range the books alphabetically or in sections. A good idea is to have an index book and to use numbered stickers on the back of the catalogues so that they can be fyled numerically and all the dealer has to do is to refer to his index guide and withdraw the required number from the file.

Any filing system in connection with literature, catalogues and repair lists is well worth the work to institute it. You have the publications all together, and can at once refer to the source for your information. In the case of identifying repairs for a customer, it can be done with minimum loss of time, which is valuable when you or he are in a hurry. In every way it will pay the dealer to arrange his repair stock and service so that he will put new life into this important side of his business this year.

Belting Sales by the Power Farm Machinery Dealer

With the increasing adaptation of the tractor to belt work of all kinds, and the large number of stationary engines in use on the farms of the Canadian West, the power farm machinery dealer would find that it will add to his revenue to pay some attention to the belting business. Already many dealers handle belting, and find this a good line. A line of heavy and light belting does not need any great investment on the part of the dealer. If he has a few stock sizes and samples the dealer can readily develop a demand ahead especially for thresher belting and for, say, six inch belts for operating silo fillers and the larger sizes of feed grinders.

A little analysis of the belting needs of the community will give

a good idea of what types and sizes of belts will be most in demand. Once the dealer has belting in stock and points out this fact in his local advertising he will find that the business will come his way instead of, as in the past, going to the direct selling concerns. The average farmer now realizes that cheap belting is a poor investment and he is open to buy a good, reputable trade-marked line of belting. When the

dealer sells a tractor, engine or any power machine he should make a point to ask about the probable belting requirements of the customer. The margin in belting lines is satisfactory, and in this, and other so-called side lines, the dealer will find a good way of reducing his selling cost and adding to his profits in those days when, more than ever, the small lines should not be overlooked.

Business Changes—Personal Items

The Erskine Motor Co. was recently incorporated at Erskine.

H. E. Taylor has commenced a harness store at Ogema.

A. Hamilton is carrying on an oil business at Oakburn.

E. C. Burton has opened a battery repair business at Stonewall.

H. W. Punton has opened a repair business at St. Vital.

Johanna Schmidt is now owner of a harness business at Southey.

W. G. Lay is a new automobile dealer at LaPorte.

H. E. Taylor is now operating a harness store at Ogema.

Oxley & Moran, Innisfail, have sold out to A. Kremer.

F. G. Skinner is a new accessory dealer at Port Arthur.

The business of W. Cooper, automobile dealer at Basswood, is reported to be for sale.

The Dominion Bronze & Iron Co. have been registered to do business in Saskatchewan.

Taylor & Reid are new dealers at Outlook, where they opened for business lately.

Bickett & Bodu have commenced in the car business at Mossbank.

J. R. McDonald has bought out the harness business of C. J. Campbell, at Redvers.

Crabb & Odenback, garage owners at Radisson, have sold out to Walter Jones.

Canada Power Tree Saws, Ltd., Winnipeg, have been granted a Dominion charter.

Burgess Batteries Ltd., Winnipeg, are succeeded by Burgess Dry Cells, Ltd.

Briscoe & Bryce, auto dealers at Riverhurst, have dissolved partnership.

Neitzel & Jaffray, garage owners at Rouleau, have dissolved partnership.

T. Fraser has sold out his implement business at Viking to a dealer named P. Nyhus.

S. Vigfusson is now operating an automobile business at Arbog.

T. E. Hurley has sold out his auto repair business at Regina to Thos. Dale.

Plett & Bettgar, dealers at Rosthern have dissolved partnership.

Moose Jaw Specialties is the name of a new firm recently incorporated in that city.

A. J. Freeman is a new partner in the firm of Phillips & Co., auto dealers at Keeler.

It is reported that A. Adams is selling out his car and tractor repair shop at Gainsboro.

Capital Motors Ltd., Winnipeg, have opened a branch at 407 William Ave., in that city.

The Salvage Garage is a new car concern that recently commenced at Cabri.

K. M. Rountley has discontinued his automobile business at Grandview.

J. A. Callendar, implement dealer at Hartney, has sold out his interests to Story & Scharff.

Robert Dougall is the name of a new implement dealer at Lyleton.

P. J. Collins, implement dealer at Miami, has taken his son as a partner in the business.

Cross & Winter, automobile dealers at Roblin, are succeeded by S. St. Cross.

John Evans is a new dealer at Rosebank, where he anticipates a good demand this spring.

John A. Macpherson has been registered proprietor of the Canadian Stover Co., Brandon.

H. R. Fournier has commenced in the automobile business at Eyebow.

M. Sager has discontinued his lighting plant business at Drinkwater.

The Northern Distributing & Warehousing Co., Saskatoon, was burned out last month.

Wankling & Millican have taken over the Furby St. Garage in Winnipeg.

Kerr - Wilson & Drum have opened a tractor and auto repair shop at Wawota.

Matt Mahoney is a new automobile dealer operating in Stalwart.

The stock of N. Matechuck, hardware and implement dealer

at Veregin, is advertised for sale.

The garage business of J. A. Cummings, at McCreary, has been sold to J. A. Canton.

A. T. Kennedy has commenced in the implement and farm equipment business at Inglis.

Le Lacheur & Greig, automobile men at Humboldt, have dissolved partnership. Wm. Greig will continue the business.

The Western Motor Corporation, Ltd., has been incorporated in Winnipeg, also the Western Top & Trimming Co.

The stock of Dewalt & McGrew, implement dealers and garage owners at Meyronne, is advertised for sale.

J. P. Morrison has bought out the implement business at Pense formerly operated by Doan & Doan.

B. Thompson, implement dealer at Silton, has added harness lines to his farm equipment at this centre.

Samson & Halldorson, implement and automobile dealers at Kandahar, suffered fire loss in their premises recently.

J. T. Law has taken a partner into his business at Indian Head, which now operates as Law & Hunter.

The stock of T. T. Turner, implement dealer at Eyebow, is advertised for sale, according to a recent report.

A new automobile factory will be located at Toronto by the Detroit Steam Motor Corporation of Canada, Ltd.

Sandell & Kane, oil dealers at St. James, have dissolved partnership, Mr. Kane retiring from the business.

The automobile business of Wilmott & Henderson, Bow Island, was burned out recently.

Hart-Parr, Limited, has been incorporated at Regina with a capital of \$50,000. J. P. Gregg is manager of the branch.

The Dominion Bronze & Iron Co., Limited, were recently incorporated at Winnipeg with a capital of \$50,000.

The Lambert Stoker Co., Ltd., Winnipeg, has applied for authority to increase the capital stock to \$1,000,000.

J. E. Dennison, Ltd., Brandon, have made application to change the name of the company to Motors Limited.

Harman & Watt, implement hardware dealers at Castor are reported to have dissolved partnership. Fred C. Harman will continue the business.

H. F. Anderson, manager of the Winnipeg branch of the Emerson - Brantingham Implement Co., states that the outlook

for spring business is very good.

The Manitoba Motor Co., Ltd., has been incorporated at Winnipeg. Another new firm in this city is the Pritchard Engineering Co.

J. E. D'Aoust, owner of the Yorkton Carriage Works, Yorkton, died recently. The late gentleman was very popular in his town and territory.

The Triangle Battery Service has been incorporated at Vancouver, while the Vancouver Iron Works are a new machine firm in the coast city.

Horning & Thompson have commenced in the harness trade at Simpson, and in the same town the Simpson Harness Exchange was opened lately.

N. O. Nelson has sold out his business at Liberty to Arnold & Tucker. In the same town P. Rosten is closing his oil business.

F. T. Parks, automobile dealer at Craik, is making extensive improvements to his warehouse and office, and has arranged a large showroom for his cars and trucks.

Two new implement dealers are reported to have commenced in Minnedosa, John Alexander and Joseph McAuley. We wish them success in their territory.

B. Einboden, automobile dealer at Bredenburg, has taken a partner into the business, which now operates as Einboden & Gibbs.

Lamont's Garage, Whitewood, has been busy of late with overhauling work. They have enlarged their premises and office space.

H. L. Kaufenburg, implement dealer at Leslie, has moved to Foam Lake where he now operates, with a partner, as Fitchner & Kaufenburg.

Murray & Marks, garage owners and car agents at Leask, have dissolved partnership, R. C. Marks continuing the business.

Johnson & Shingler, garage owners and repair men at Gull Lake, have dissolved partnership. Mr. Johnson will continue the business.

D. C. Thom, manager of the Ontario Wind Engine & Pump Co., Toronto, recently stopped off for a few hours in Winnipeg on his way west to Regina and Calgary.

Raskob & Schierholtz, dealers at St. Gregor, anticipate an improvement in implement demand in their territory this season, and also look for good tractor business.

The H. Guilbault garage and repair shop at Fannystelle, are making a drive to have their

customers get all tractor and car overhauling done before spring opens.

L. H. Reynolds, dealer at Tramping Lake, says that business was good last season and that they look forward to a greatly improved implement demand this spring.

D. McMillan, auto dealer at Landis, looks for better car and tractor business than last year. The Twin City dealers also have a good prospect list for the season ahead.

T. Petrie, formerly of the Petrie Manufacturing Co., was a recent business visitor to Winnipeg, looking into the sales possibilities for a line of cream separators.

It is reported that J. Bond, battery and auto supply dealer at Broadview, intends to sell out his business. In the same centre John Schaefer is a new harness dealer.

The Tully Ice Machine Co., manufacturers of ice cutting and handling equipment, has been incorporated at Winnipeg, where they have offices at 809 Electric Railway Chambers.

The premises of Cronin Bros., implement and auto dealers at Zealandia, were destroyed by fire on March 29. The damage, estimated at \$10,000 was partly covered by insurance.

J. C. Menagh, manager of the Cushman Farm Equipment Co.,

Winnipeg, recently returned from Minneapolis where he spent a day or two with E. B. Sawyer, president of the Cushman Motor Works, Lincoln, Neb.

W. H. Robinson, manager of Robinson-Alamo, Ltd., distributors of dairy equipment in Winnipeg, recently returned from a business trip to Chicago, Toronto and other Eastern Canadian trade centres.

D. N. Jamieson, Western Canadian Manager of the R. A. Lister Co. of Canada, Winnipeg, recently returned from a visit to the Toronto headquarters of the company. Mr. Jamieson reports that business shows great improvement in the east.

Carl Beny, dealer at Irvine, who handles the Rumely line, has taken on the Deere agency in that town. He looks forward to a good business this spring, and believes tractor demand will be very much better than last year.

John Hurst, implement dealer at Oxbow, has taken a partner into the business which now operates as Hurst & Millveigh. Mr. Millveigh formerly operated an implement store in this town, while Thomas Wigmore has sold out his implement business to the new firm.

J. A. Milligan, dealer at Ceylon, is handling Massey-Harris, Cockshutt implements, Advance-Rumely tractors and threshers, and Chevrolet cars. He reports good business last season. From this centre over forty-five separators and tractors were sold in 1922, and the outlook for this year is very satisfactory.

L. J. Haug, manager of the Winnipeg branch of the Canadian Avery Company, reports very satisfactory prospects for this year's business, and says that the outlook is much better than at this time last year. In March,

twenty years ago, Mr. Haug commenced in the thresher business in Winnipeg, and in the years since has seen many changes take place. But he looks younger than ever and his optimism is undimmed.

Massey-Harris Executive Returns from Australia

George Valentine, director and assistant general manager in charge of manufacturing operations for the Massey-Harris Company, Toronto, spent a couple of days at the Winnipeg office the latter part of March. Mr. Valentine was en route east to the head office, having arrived at Vancouver from Australia where he spent the past five months investigating business conditions for his company. He reports the outlook in Australia as satisfactory.

Two Different Concerns

Canadian Farm Implements, Limited, incorporated in 1904, publishers of "Canadian Farm Implements," an implement and tractor trade journal, wish to announce to the farm equipment industry that they have no connection whatsoever with the firm known as "The Canadian Farm Implement Co., Limited," a concern incorporated for the manufacture and sale of farm machinery. The similarity of the names of the companies may be confusing to the public, hence this explanation.

British Publisher Dead

We regret to note the recent death of Harry W. Westcott, a partner in the firm of Westcott & Carpenter, London, England, publishers of the "Implement & Machinery Review." The deceased gentlemen, who was a leading figure in the implement trade in Great Britain, died very suddenly from heart failure. He

was a regular attendee at all the leading agricultural shows in Great Britain, where the publication he served has for many years served all branches of the implement and farm equipment industry.

W. P. Wells Dead

W. P. Wells, northwestern district sales manager for the International Harvester Co., died in Chicago last month. The late gentleman had been connected with the implement business since 1893. In that year he entered the firm of Deering & Co., and was later made manager of the Deering branch at Quincy, Ill. When the International Harvester Co. was formed he was made assistant manager of the branch at Topeka, Kansas. From this point he was transferred to the Regina, Sask., branch. In 1916 he went to the head office in Chicago, and in 1919 was placed in charge of northwestern sales.

National Farm Machinery Co. May be Re-organized

The National Farm Machinery Co., Ltd., Montmagny, Que., a plant that developed during the war but is now in the hands of a receiver, may be re-organized following a meeting of 100 bond holders, which was held at the Chateau Frontenac, Quebec, recently. An audit of the books of the company was ordered to see the guarantee on hand for the \$4,500,000 bonds issued. The bonds were purchased by a large number of farmers, who now seek to recover part of their losses through possible re-organization.

The capitalization of the National Farm Machinery Co. reached several million dollars. At one time it was used as a shell-manufacturing plant and the population of Montmagny was increased by some 1,200 people. A few years ago this firm was taken over and extensions were made to the building. The value of the whole outfit was placed at over \$7,000,000. Bonds were issued and the business was carried out with great prospects of success.

The spread of the financial crisis forced the company to decrease its production and it was finally closed down.

The man who says, "I can" seldom is canned.

One second at the right time is worth more than a thousand tomorrows.

Self-confidence is a running start in any man's game.

Saving Five Million Bushels Each Year

Tests prove that The Grain Saving Wind Stacker saves at least five million bushels of grain each year that would otherwise be wasted. This amazing total is conservatively stated, since approximately 500,000,000 bushels are threshed annually by separators equipped with The Grain Saving Wind Stacker—and the proved saving is 1% to 3% when this stacker is used. You will satisfy your customers—render an appreciated service to them—if you insist upon having The Grain Saving Wind Stacker on the threshing machines you sell. Manufacturers supply this stacker. Thousands are in use. Demand it on the machines you sell.

INDIANA MANUFACTURING CO.
INDIANAPOLIS, U. S. A.

THE
GRAIN SAVING
Wind Stacker

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2½ qt. bags.

Write for Dealers terms and prices. Strictly wholesale.

North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0
Square Head

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

JOHN DEERE

SPRING SPECIALS FOR BETTER FARMING

John Deere No. 40 Fordson Tractor Plow The "40" Pulls Lighter Because-

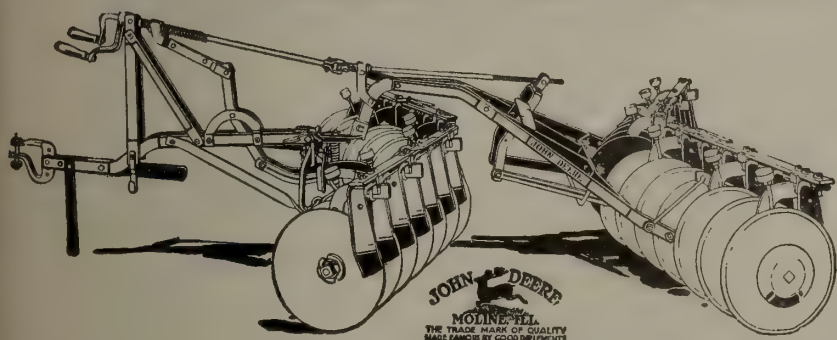


This celebrated plow—specially designed and built for the Fordson Tractor—is unique in many points and is one of the very finest John Deere achievements in producing a perfect implement perfectly adapted to a particular power supply. There are several features in the No. 40 which are exclusive to John Deere. 1—JOHN DEERE SELF-ADJUSTING HITCH. With this device the plow automatically maintains the correct line of draft as depth of plowing varies. 2—ROLLING LANDSIDE, which means a great reduction in draft by the elimination of landside and bottom friction. 3—JOHN DEERE QUICK DETACHABLE SHARES. 4—Beams guaranteed not to bend or break.

John Deere No. 40 is of unusual strength while it weighs no more than the average horse drawn sulky. Frame connections are hot-riveted, extra strong. The Clevis fluxes up and down permitting the plow to run smoothly by maintaining even depth and doing first-class work regardless of movement of tractor in passing over uneven ground.

FITTED WITH GENUINE JOHN DEERE BOTTOMS THAT SCOUR AND WEAR WELL, NO. 40 STANDS WITHOUT A RIVAL AS A GANG PLOW.

John Deere Model "L" Tractor Disc Harrow



With its patent AUTOMATIC, YIELDING LOCK "Model L" stands alone among disc harrows. The operator controls every movement from the seat of the tractor and the soil is perfectly disced the entire width of harrow, even when it is travelling over depressions and obstacles.

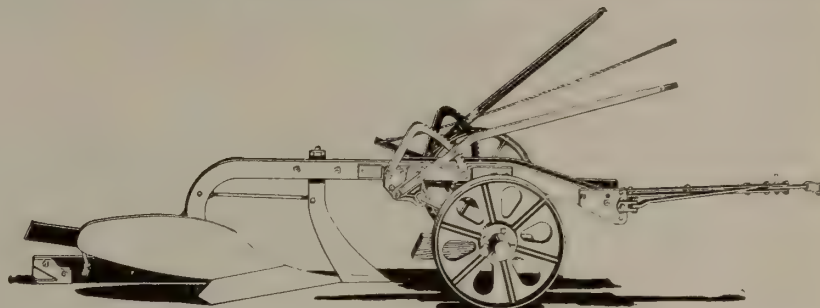
Two cranks, one for each section, enable the gangs of either or both sections to be set from a straight line to extreme working angle without stopping or backing. "Model L" is the most flexible of all flexible harrows and can be adjusted to conform to irregular surfaces.

Lock-coupling locks rear section when going straight ahead, preventing rear discs from trailing in furrows made by front discs, and as this lock yields, there is no dragging of harrows when turning. Pivoted yoke on front section permits inner end of either gang to run above the other without raising the entire harrow.

JOHN DEERE PLOW CO. LTD.

Winnipeg, Regina, Saskatoon,
Calgary, Edmonton, Lethbridge.

John Deere No. 9 Tractor Grub Breaker



This is a power-lift plow of great strength, specially designed and constructed for use with medium and small-sized tractors in breaking up grub, brush and boglands. Cuts 20 inches but can be adapted for a narrower cut by simply adjusting the hitch. Will give the very best results whether it is used for shallow plowing or cutting to a depth of ten inches.

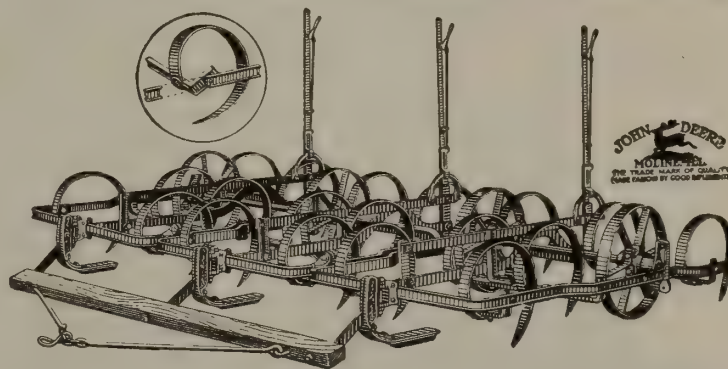
SPECIALLY STRONG BOTTOM. Share is of $\frac{3}{8}$ -inch crucible steel and is strengthened with a heavy landside with just the correct slant for clean cutting. Moldboard is hard steel, guaranteeing good scouring and is properly shaped to lay the furrow slice well over. An adjustable extension wing overcomes any tendency of furrow slice to fall behind the plow.

EXTRA HEAVY STANDING CUTTER is held securely to the beam by a strong clamp, with a screw adjustment which gives the cutter more or less suction as required.

AMPLE CLEARANCE is assured by the fact that the distance from point of cutter to the beam is 23 inches, with the truck well forward, giving great clearance between furrow wheel and plow bottoms.

HEAVY ONE-PIECE STEEL BEAM is full size stock its entire length, providing great strength in every part from share to clevis.

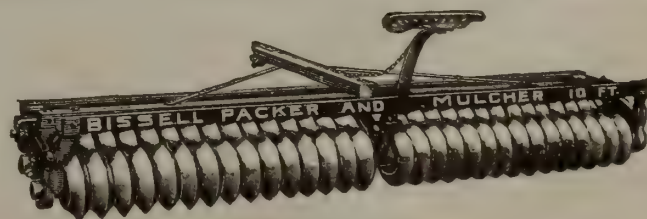
John Deere "Syracuse" Quack Grass Destroyer



The most effective weapon yet conceived for the complete eradication of the quack-grass pest. It absolutely gets at and brings to the surface the underground root system of any manner of sub-surface growth—the only way to successfully deal with weeds of the quack grass habit.

NOTE:—Do not confound this with the ordinary "spring tooth harrow" which merely cuts and breaks the roots. THE SYRACUSE QUACK GRASS DESTROYER BRINGS THEM INTACT TO THE SURFACE. The teeth are shaped for quick, deep and thorough penetration and can be adjusted to meet the exact depth required. At any angle set, they cannot fail to bring the entire underground net-work of root system to the surface.

Bissell Packer and Mulcher



Western Dealers have not handled a mulcher-packer that can hold a candle to "The Bissell." In any kind of soil the 10ft. size shown in cut will give unbounded satisfaction. If desired it can be converted into a 16ft. width by the addition of trailing parts. "The Bissell" is by far and away the best seed-bed maker on the market. Get complete illustrated details.

U.S. Manufacturers Endorse Mutual Life Insurance

Last fall H. J. Hodge, secretary of the National Federation of Implement Dealers' Associations in the United States, gave an address to the credits and collection department of the U.S. National Association of Farm Equipment Manufacturers, the organization embodying practically all factories in the business in the United States. Mr. Hodge spoke on the subject of fire insurance, and pointed out that a large number of retail implement dealers were either carrying no fire insurance at all or were not carrying an adequate amount.

In the United States where dealers erect a building on borrowed capital it is compulsory

that they place adequate insurance and file their policies with the mortgagee, whereas implement manufacturers in a great many cases grant credit for the stock stored in the buildings without requiring the protection of an insurance policy.

The dealers' associations in the United States are granted the privilege of purchasing fire insurance from the mutual fire insurance companies sponsored by the National Federation of Implement Dealers' associations. All implement dealers' associations affiliated with the Federation have arrangements with these mutual fire insurance companies, which consist of the following:

Minnesota Implement Mutual Fire Insurance Co., Owatonna, Minn.; Hardware Dealers' Mutual Fire Insurance Co.,

Stevens Point, Wis.; Retail Hardware Mutual Fire Insurance Co., Minneapolis, Minn.

These companies are represented in Canada by the Canadian Hardware and Implement Underwriters, 802 Confederation Life Building, Winnipeg, which concern provide mutual fire insurance for hardware and implement dealers. The National Association of Farm Equipment Manufacturers in the United States now endorse the policies issued by these mutual companies and suggest to their members, the manufacturers, the advantages to be gained by using this economical fire insurance. A similar policy would benefit the manufacturers and distributors of farm equipment in Canada.

The writings of the Canadian organization, as in the United

States, are confined to hardware and implement dealers. The savings at the present time available for the implement industry are a minimum of 50 per cent. on each expiring policy, and this dividend has been paid successfully for the past ten years. The companies are licensed in thirty-eight states and five provinces in Canada, and in the Dominion a great many dealers are availing themselves of this form of insurance.

Gray Tractor Company in New Location

During March the Gray Tractor Co. of Canada, Ltd., moved to new and extensive premises in Winnipeg. Their office and warehouse are now located at 298 Ross Ave., Winnipeg. Owing to the space required in connection with the Gilson and other lines being distributed by the Gray organization, A. Prugh, Canadian manager, states that their previous quarters on Lombard Street were not large enough to display their lines and stock their equipment.

In addition to the well known Gray tractor, the company now distribute the complete Gilson line in Western Canada, comprising engines, cream separators, silos, barn equipment, ensilage cutters, sawing outfits, pipeless furnaces, etc. They also handle a line of washing machines. The company are now appointing dealers for local representation of their line throughout the west.

Employees of I. H. C. Branch Held Dance

The show rooms of the Yorkton branch of the International Co. of Canada, was the scene of a very enjoyable evening lately when some 200 people were the guests of the company at the annual employees dance. At midnight a dainty luncheon was served by the lady employees. All the officials and their wives were present while Mr. and Mrs. W. B. Steele, of Melville, were also present. Mr. Steele represents the company from that town.

N. A. F. E. M. Convention to Cleveland

The executive committee of the National Association of Farm Equipment Manufacturers has decided to hold the 1923 annual convention of that organization in Cleveland, Ohio, October 24-26, 1923. This will be the thirtieth annual event. The convention will be held in the Hotel Statler.

BRANTFORD BINDER TWINE

The Only Strictly Canadian-Made

Without any tariff protection. Stands alone and strong against the World's competitors. The Brantford Cordage Company is today the largest manufacturer of Binder Twine in the British Empire.



One Bale of Six New Style Big Balls

Notwithstanding Brantford Binder Twine is sold in open competition with the World, the superior quality of Brantford Twine is being so recognized by Canadian Farmers that further factory extensions have been found necessary, and are now in progress, to increase our output by an additional 4000 tons per annum.

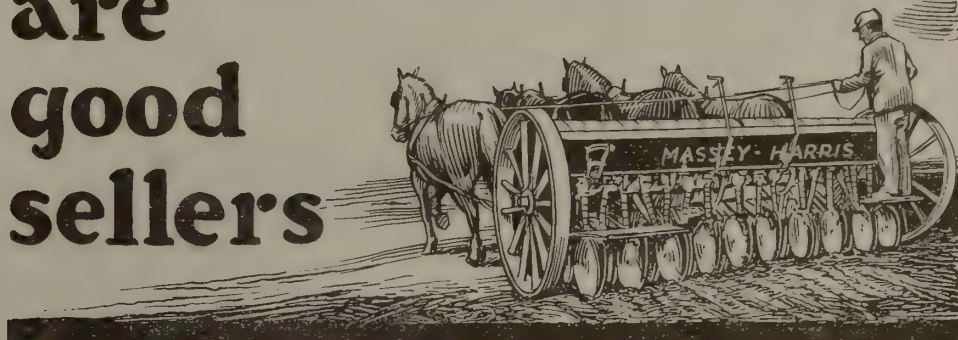
Brantford Twine can be supplied in both the Standard 10-Ball bale and the new 6-Ball bale. Our New "Big Ball" is wound all one way, no cross-angled cover to snarl and tangle and runs out perfectly to the last inch.

THE BRANTFORD CORDAGE COMPANY, Limited

Winnipeg, Man.

Brantford, Ont.

Massey-Harris Drills are good sellers



RECOGNITION of the popularity achieved by the quick and efficient seeding of the Massey-Harris No. 11 Drill is acknowledged in a manner particularly satisfactory to Massey-Harris Agents by the consistently increasing number of farmers who are equipping with it. The quick sales of this drill provide a revenue that warrants special attention on this machine.

Some of the exclusive features contributing largely to the popularity of this drill by virtue of the service they give the buyer are: Milled feed runs which sow so accurately that they are guaranteed to even sow flax; largest capacity seed hopper of any drill on the market; hopper is steel, will not split, rot, warp, blister, check or crack; exceptionally strong frame and durable construction; centre seed delivery double disc furrow openers, assuring seed well covered in bottom of a wide furrow; both wheels lifters on power lift styles, strain is equalized and operator has control of drill at all times.

There is yet another advantage in handling the Massey-Harris No. 11 Drill. It is one of a complete line of implements which through their sterling service are considered as the most dependable farm implements.

The good-will borne Massey-Harris machines makes selling easier for the Massey-Harris Agent.

MASSEY-HARRIS CO., Limited

Established 1847—76 Years Ago

Winnipeg,
Calgary,

Brandon,
Edmonton,

Regina,
Toronto,

Saskatoon,

Swift Current,
Montreal

Yorkton,
Moncton.

Lister Co. Purchase Large Canadian Factory

The largest deal in the farm equipment industry in Canada to take place in recent years was consummated the latter part of March, when Charles A. Lister, O.B.E., head of the Lister organization in England, purchased the plant, equipment, branches and all assets of the Petrie Manufacturing Co., Ltd., Hamilton, Ont., through the Mercantile Trust Company. The business of the Petrie organization had been in the hands of the trust company since last December.

As well as the large plant at Hamilton, this purchase, which it is reported involved approximately \$2,750,000, will include the branches of the Petrie Manufacturing Co. at St. John, Montreal, Winnipeg, Regina, Calgary, Edmonton, Lethbridge and Vancouver, and stocks on hand at these points. The Petrie organization was started twenty-four years ago by A. B. Petrie, who was president and general manager of the company. The plant, which is located on the Grand Trunk tracks in Hamilton, is situated in the centre of the industrial section in that city, near the International Harvester and Westinghouse factories.

Its size is shown in the accompanying photograph. The plant is built of reinforced concrete and brick, and is modern in every respect, while the machine equipment includes all the latest automatic machines, milling machines, lathes, etc., for mass production and highly finished machine construction. On the left are the offices, which have a floor space of 17,000 sq. feet. The entire plant covers three acres of ground, with five acres alongside for expansion, if necessary. On the left is also located the sales and shipping departments. The ground floor is a show room for finished machines, and the printing, mailing and advertising department occupies the entire basement.

Since the photograph was taken, which shows the offices,

machine shops, assembly shops and testing department, six other buildings have been added to the plant, including a woodworking shop, a power house, paint shop, tinning factory, warehouses, etc.,



Plant of Petrie Manufacturing Co., Hamilton, now owned by R. A. Lister & Co. (Can.), Ltd.

the whole covering over three acres.

For many years the product of the company had been sold in the West through the Petrie branches. The product of the company included Magnet cream separators in five sizes, varying from 400 to 1000 lb. capacity, for hand or power drive, cream separator oils, Magnet "By-Pass" engines, in sizes running from 3 to 16 horse-power, for farm use. Other lines produced were pole and cordwood saws, pump jacks, and grain grinders in three sizes. Friction clutch pullies were another Petrie line.

D. N. Jamieson, manager of the Winnipeg branch of the R. A. Lister Co. (Canada), Ltd., will be in charge of the Western business of the Lister organization, and Lister-Magnet lines will be distributed from the company's branches at Winnipeg, Regina, Calgary, Edmonton and Vancouver. The Magnet line will be sold, like all Lister products, through the implement and farm equipment trade. Mr. Lister will be in charge of the head office in Hamilton, and on April 2nd the Lister Co. occupied the plant and the headquarters for Canada were moved from the former offices on Stewart Street, Toronto. A. E. Messenie, formerly with the Sharples organization, has been appointed manager of the Montreal branch of the company.

It is anticipated that the Lister headquarters in Winnipeg will be

moved from the present premises on Wall Street to the Petrie branch on Henry ave., which will have adequate floor space to take care of the additional room required for the Lister and Magnet lines.

The travelling staff of the Lister organization in the West

will be increased to take care of the territory more intensively, and managers will be appointed for the branches in the various provinces.

In the Hamilton factory the company will continue the manufacture of the Magnet lines, cream separators, engines, wood saws,



D. N. JAMIESON
Western Manager of R. A. Lister & Co.

etc., and it is expected that they will also manufacture many parts of the Lister engines, lighting plants, etc., which are now imported from the British factory at Dursley, England, assembling the product at Hamilton and saving tonnage in shipping from Britain.

The Lister organization have been operating in Canada for nearly 30 years, and it is stated that the factories of the parent company at Dursley, England, are the largest and best equipped plant for engine and dairy machinery manufacture in the Empire. The British factory was instituted by the Lister family over one hundred years ago. At the present time three generations are represented on the directorate—Sir Charles Lister, head of the company, his son, Charles Lister, O.B.E., general manager of the organization, and the sons of the latter gentleman, who are connected with both the British and Canadian business.

Lister products are sold all over the world, and have been awarded medals and diplomas at countless Canadian and foreign exhibitions. The company are sole distributors in Canada of Melotte cream separators, made in Liege, Belgium. Some of the lines manufactured are:—Lister gasoline engines, Lister - Premier cream separators, Lister-Bruston automatic, non-automatic and semi-automatic electric lighting plants, silos and silo fillers and pumping outfits, magnetos, etc., etc. In addition, in Canada, the company also sell Canuck engines, churns, Lister-Phelps power and light plants, crushers, electrical appliances, etc.

D. N. Jamieson, western Canadian manager for the R. A. Lister Canadian organization, has been manager of the Winnipeg branch since 1915. He is a graduate of the Ontario Agriculture College, where he specialized in dairying. Later he took charge of cheese factories in Ontario, and in 1900 entered the employment of the Lister organization at Toronto. He was rapidly promoted to the position of eastern sales manager, and in 1911 came to the Canadian West and organized the sales forces of his company in this territory. He is thoroughly conversant with Western conditions, and his special knowledge of dairy problems, dairy equipment and power farm equipment admirably befits him for the important position he will now occupy as head of the company's business in the Canadian West. With their new Canadian factory and added lines the Lister Company will be in a position to expand their business throughout the whole of Canada.

Failure is attained by believing the job too big for you to tackle.

Opportunity seldom goes to any man; man sees opportunity and goes to it.

A Real Car

We are proud of the improved Gray-Dort. It's the most worthy product we have put on the market in all our 75 years of successful vehicle manufacture. You should see this car before deciding on your new car.

Gray-Dort Motors Limited, Chatham, Ont.

24 models of open and closed four and six cylinder automobiles from \$695 to \$2500 f.o.b. factory, taxes extra.

GRAY-DORT

TRACTORS

Since 1898

HUBER

THRESHERS

Since 1879

There Is Profit in These Threshers and Tractors

HUBER Threshers and Tractors are always in demand by the custom thresherman, the neighborhood threshing association, and the individual farmer. They meet every need of a market that is always active—and bring real profits to the dealer.

The Huber Super Four and the Superior Thresher offer a large capacity custom threshing outfit which is going over big right now. The tractor develops more than 45 horse-power at the belt and is an ideal threshing power unit. Yet it is light enough to travel on plowed ground and is a high grade all-around farm tractor as well.

The Huber Jr. Thresher is a smaller separator that is operated efficiently by the Huber Light Four Tractor, and is a favorite with large farmers, neighborhood co-operative associations and the like.

These Separators are of the finest construction throughout with every essential feature of the large separators used with big steam engines.

Tractor threshing is the system of the future, because it is faster, more convenient and far less expensive than steam. Meet competition in values with any item in this line.

Write for illustrated descriptive matter and dealer proposition

Huber Manufacturing Co., 920 Center St., Marion, Ohio, U.S.A.

Canadian Branch: Brandon, Man.



Grand Detours in Plow History

The factor of experience is a great matter in the production of farm machinery, and it is of interest to remember that the first steel plow was made at Grand Detour, near Dixon, Ill., many years ago. Further, to recollect that Grand Detour steel plows have bridged the gap between that day, back in 1837, and the present tractor age — 86 years

without a break. They have maintained all those years an honest combination of the best workmanship and materials that could be obtained, and have served their owners with complete satisfaction.

Generation after generation in the shop has handed down an experience in shaping and finishing that has developed actual instinct, and the Grand Detour

policy has been to build only so many plows each year as its men of skill can build, without forcing, as well as they know how.

Tractor plows came into the Grand Detour line about 1914. Within a few years the Grand Detour Plow Company became the world's largest manufacturer of tractor plows. In 1919 came a merger with the J. I. Case Threshing Machine Company, and the president, Col. W. B. Brinton, became an officer of that organization, which distributes Grand Detours the world over. The Grand Detour Division, under the same management, carries on. As Col. Brinton puts it, it is "eighty-six years old and never missed a pay day." They are sold by all Case branches.

Tractor Used for Alaskan Transportation

The spring rush from White Horse to Dawson, in the Klondike, started March 20. A novel means of hauling freight over the trail from White Horse to Mayo is in evidence this year. A 10-ton caterpillar tractor is hauling three trailers behind it, each trailer with five tons of freight. The caterpillar will take its load over 300 miles of Yukon snows.

Proposed Legislation in North Dakota will Affect Implement Industry Adversely

Among pending legislation in North Dakota is an act H.B. No. 1 which provides that a crop mortgage may not be given except to secure rental of land or purchase of land. This legislation if in force would prevent banks and others from taking mortgages on the crop which affect the farmers adversely for the average farmer in that state has meagre chattel security. Many dealers and manufacturers have accounts with farmers which even a good crop this fall will not liquidate in full, and sellers of farm equipment probably will not consider carrying such accounts unless a crop mortgage be available.

Another bill before the North Dakota legislature is one that requires that chattel mortgages on the crops must be by separate instrument, in effect, forbidding the inclusion of a crop mortgage in a chattel mortgage on other personal property. This would mean that every farmer giving a mortgage would have to pay an additional filing fee.

A Handy Repair Reference Book

We recently received from the publishers, Farm Implement News, Chicago, a copy of their Buyers Guide for 1923. This publication in the new addition shows new sections which will be of great value to the implement industry. It contains lists of all the leading implements, tractors, threshers and farm equipment manufactured in the United States, with the trade names of the machines and the addresses of the manufacturers. Repairs are also listed for obsolete machines, a section which will be of great service to the dealer. Directories of branch houses, jobbers and distributors in the United States are also listed. In many ways this useful publication has been improved upon in the 1923 revised edition, and its service to the trade will be appreciated.

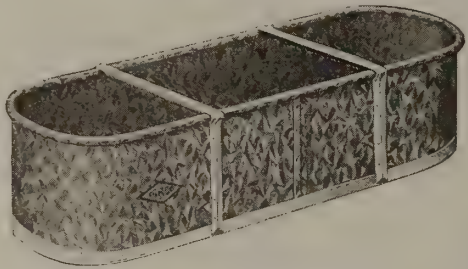
Eastlake "RED BOTTOM" Round End

(Design Registered, 1921)

Stock Watering Troughs

Don't Need Selling—They Sell Themselves

DURABLE
SERVICEABLE
IN DEMAND
EVERYWHERE



ASK FOR
OUR No. 71
ILLUSTRATED
PRICE LIST

Eastlake "Red Bottom" Tanks are built without a weak spot. They sell easily and assure good business.

Get our attractive prices on "Eastlake" Grain Picklers. Simple, easily operated, and treat the grain perfectly.

We manufacture: Stock Tanks, House Tanks, Hog Troughs, Watering Troughs, Wagon Tanks, Gas and Oil Tanks. Get our prices on "Eastlake" products.

There's Money in Handling the "Eastlake Line."

The Metallic Roofing Company of Canada, Limited.

797 NOTRE DAME AVE. - MANUFACTURERS

WINNIPEG

For Gas Engines

Columbia Dry Batteries

they last longer

Insist
Upon the
Genuine
Columbia

All the "working parts" of a Columbia "Hot Shot" are contained in a strong steel case. It's just the battery you need for your ignition system. Nothing to get out of order; is water-proof; costs little and lasts long.

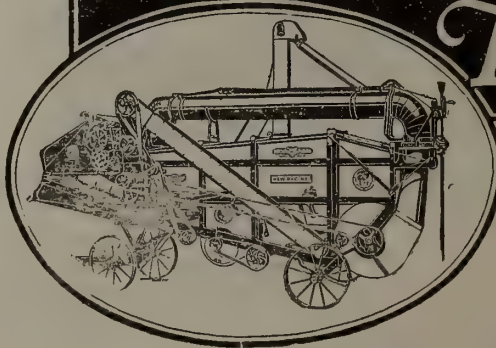
For sale by implement dealers; electricians; garages; auto accessory shops; hardware and general stores.

CANADIAN NATIONAL
CARBON CO., LIMITED
Montreal Toronto Winnipeg

For Tractors



NEW RACINE Thresher



COMPLETE
YOUR LINE

—with a thresher exactly suited to whatever small type tractor you may handle. Economy of operation must be your big talking point, backed by a thresher built for conservative needs.

The farmer is tired of waiting for threshing crews while his grain is subject to a big loss. He has long wanted to be independent with his own outfit, and thresh when he wanted to, without relying upon the custom thresher. The NEW RACINE THRESHER is just the small machine for the big independent threshing demand in this day of the small type tractors. The NEW RACINE is built in two capacities 20 x 32, and 24 x 40 for economically threshing any grain. Twenty-five years of success in individual and neighborhood thresher requirements. Write for our proposition.

Belle City Manufacturing Company
RACINE, WISCONSIN, U.S.A.



Make 1923 the Year of Binder Revival!

THE McCormick-Deering dealer does not have to be told that the nation is hundreds of thousands of binders short of normal requirements. On every dealer's territory are many worn-out binders that barely managed to pull through the 1922 season. Repaired to the limit, they have lasted the maximum number of years. It is the poorest kind of economy for the owner to try to fix up a really worn-out machine.

The difficulties that have held back buyers during the past few years have played into your hands for this season. The dealer who starts *now* and uses all the resources at his command can create a regular binder sales revival on his territory this year.

As you make your hundreds of contracts with farmers between now and harvest, keep

the binder subject in the foreground. Keep constantly before prospects' eyes the many important features in the improved McCormick or Deering grain binder.

On your many trips out to the farms—via Red Baby or otherwise—make it your business to keep posted. Spot the worn-out binders and point out the factors of economy and satisfaction in the new machines.

Wherever there is a tractor, tie it up with power harvesting. Discuss the matter of hitches. When there is power enough, prove the value of the larger units and 2-binder outfits. Sell your prospects this year and make it a year of binder revival in earnest.

INTERNATIONAL HARVESTER COMPANY OF CANADA LTD. HAMILTON CANADA

When you are out selling binders always remember to ask if your Customer has his McCormick-Deering or International Binder Twine supply ordered. Now is the time to sell the good brands of "Big Ball" Twine.



To Handle the Weed Problem

The Northern Machinery Co., Ltd., Calgary, distributors of the Rotary Rod Weeder, report a good demand for this implement, which is manufactured by the Rotary Rod Weeder & Manufacturing Co., Cheney, Wash. This machine, which has been on the West Canadian market for the past year, has undergone many stringent tests and the owners of it report excellent results in keeping summer-fallow free from weeds and as a means of conserving moisture.

The implement is a square revolving rod running in special bearings in a wheeled frame. It was designed to overcome the need of cutting edges which would dull with use, clog with weeds and trash, or slip over and around some of the weeds. The continuous rod leaves no loopholes for weeds to slip through, and the design prevents clogging. The rod revolves with a reverse motion and can be forced one to six inches beneath the surface of the ground thus striking the root system of the weeds, crushing, tearing and uprooting them. It is claimed by the manufacturers

that at the same time the implement firms the lower half of the furrow slice, pressing out air spaces and making a nice seed bed with a loose lump mulch on top. This lump mulch, it is stated, absorbs all available moisture and does not crust, while it prevents soil blowing. Hence it is that it is claimed that the rotary rod weeder is a cultivator, weeder and packer all in one.

Flanges protect the bearing spools from direct pressure of the dirt and they work the dirt out quickly so that it does not affect the bearing. This implement is made for horse or tractor haulage, in 8, 10 and 12 ft. sizes. It can be used to great advantage wherever spring or summer tillage is practiced.

Case T. M. Co. Institute Dealer Advertising Contest

It has been proven indisputably that local newspaper advertising by the local implement and tractor dealer is a most profitable means of building business. The local paper is closely read. Its message is one of community interest, and its pages are closely scanned by the farmer and his

family in order to glean the weekly news of the district. In ratio to circulation the live local paper stands high as a result-getter for the local advertiser.

The J. I. Case Threshing Machine Co., Racine, Wis., strongly believe that farmers in every community are deeply interested in the weekly advertisements of implement dealers. They have proven the efficiency of advertising directed to the farmer through the farm press, and they have the reports of good results achieved by Case dealers who consistently patronize their local newspapers. To encourage more local advertising by Case dealers the company this season will pay \$400 in cash prizes to the winning advertisements as submitted according to the following rules:

Rules for Contest

1. This contest is open to all dealers holding a Case Dealer's Agreement.
2. Campaign to consist of six or more advertisements of any size, as the dealer's best judgment may determine.
3. Machines to be advertised, either Case Tractors, Case Threshers, or both, in any proportion determined by the dealer.
4. Whole papers or single sheets showing name and date line of the local paper will be accepted as evidence of publication. Clipped advertisements or printer's proofs cannot be accepted.
5. Papers containing the whole campaign should be wrapped together, addressed carefully and mailed to the J. I. Case Threshing Machine Co., Racine, Wis.
6. All campaigns must be in the hands of the company at the above address on or before July 15, 1923.

The prizes offered in connection with this advertising contest are. First prize, \$75.00; second prize, \$50.00; third prize, \$25.00;

fourth prize, five prizes of \$15.00 each; fifth prize, ten prizes of \$10.00 each; sixth prize, fifteen prizes of \$5.00 each.

Here is a fine opportunity for Case dealers to show their ability as ad. writers. In contrast to most contests, the contestants will benefit by their advertising efforts whether they are fortunate enough to win a prize or not. Electros of Case machinery can doubtless be had by the dealers from the advertising department at Racine, Wis.

Report Issued on British Tractor Trials

The report was recently issued in connection with the tractor trials held at Dalkeith, Scotland, last October. In connection with the tractors demonstrated, the committee point out that a minimum of 25 b.h.p. is desirable for British conditions, and that the tractor must have sufficient power to pull a 3-furrow plow under ordinary conditions, and also to pull a heavy cultivator to the proper depth. An improvement in accessibility of design in the various tractors is commented upon. All the tractors entered were easily manipulated, and a 24 ft. headland for turning was found sufficient.

In connection with the plows used, the report, as given in the "Implement and Machinery Review," London, emphasizes that efficient adjustment to different widths and depths is necessary. Good work was done by the plows equipped with sub-soil attachments. The report states:

"For deep work on unbroken or hard land the grubber was shown to be more suitable than the cultivator. In cultivator design ample clearance is essential not only between the tines, but also between the frame and the land."

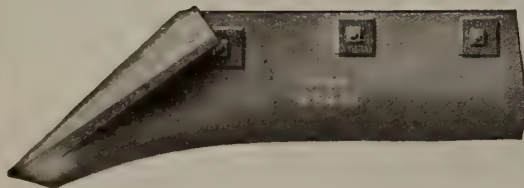
The tractors commented upon included the Austin, Blackstone,

For Increased Sales and Good Profits in 1923, Stock and Sell

"STAR" FITTED PLOWSHARES

Guaranteed Perfect in Quality, Fit and Finish

The most profitable implement specialty you can handle. Known everywhere, they are in steady demand. Make your store local headquarters for Star Shares. Fast selling, they net you a nice profit per sale. Lay in an adequate stock.



There's a "Star" for practically Every Plow

Star Shares are made only from the best materials, No. 1 Soft Centre and No. 2 Star Steels. They are guaranteed to fit the plow equally as well as the original share—and they do it.

Ask for the Latest Lists

JOBBERS

Wilkinson - Kompass Ltd.
Winnipeg

F. G. Wright & Co., Winnipeg

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon
Calgary

Western Implements, Ltd.
Regina

Metals Ltd., Calgary and
Edmonton

Western Canada Hardware Co., Lethbridge

A Reinforced Landside Strengthens the Weld on Star Shares

Speed up your Spring trade by carrying them. Place your requirements for Spring delivery with the nearest jobber listed. Profit by the demand for Star Shares in your territory.

Made Exclusively By the

Star Manufacturing Company

Carpentersville, Ill., U. S. A.

NELSON "E-Z" GRAIN PICKLERS



3. SHOWING GRAIN BEING DUMPED.

Meet the need of every Western Canadian Farm, and give sure results at a minimum cost.

Easy to operate—
a good profit producer.

WESTERN STEEL PRODUCTS LIMITED

WINNIPEG
Man.

REGINA
Sask.

SASKATOON
Sask.

CALGARY
Alta.

EDMONTON
Alta.

British Wallis, Case, Cletrac, Fordson, Glasgow, Hart-Parr, International and Simar rotary tiller. Individual reports were also given on the various implements, plows, grubbers, cultivators and harrows, demonstrated.

In general the report is too superficial and lacking in essential details. While, on the whole, tractors and tractor implements are praised, too much generalization is evident. As our British contemporary says:

"Fancy an official report telling farmers at this hour of the day that a particular tractor 'should be economical as regards fuel and oil consumption,' and that another machine 'appears to be easily operated!' Surely what the circumstances demanded was a clear and precise statement of fact in each instance."

Threshing Cost in Western Canada

It is estimated that the approximate cost of threshing the 1922 wheat crop in Western Canada was \$57,660,000, based on a crop estimate of 384,000,000 bushels and a cost of 15 cents a bushel for threshing. In 1919 the wheat crop was estimated at 120,000,000 bushels and threshing costs averaged 10 cents a bushel, giving a total cost of \$12,000,000. The increased cost for 1922 is accounted for largely by the increase in the cost of labor. Other factors to be considered are costs of food for men employed in threshing operations, increase in the cost of threshers, and of lubricating oils. Fuel cost generally averaged as in pre-war days, as lower grade fuel oils are now used.

Warren in New Post

W. M. Warren, formerly in charge of the U.S. business of the Swedish Separator Co. in the United States, and until recently manager of the Minneapolis branch of the Samson Tractor Co., has been appointed manager of Western Sales for the Henry Furnace & Foundry Co., Cleveland, Ohio. He will maintain headquarters at 106 Third Ave., N., Minneapolis.

Mr. Warren has charge of sales of Moncrieff furnaces, the product of his company, in the Canadian West, and recently visited the jobbers in Winnipeg with a view to establishing a distributing connection in this territory. He states that there is an excellent demand for Moncrieff furnaces in the United States, and looks for a wider field.

Shortage of Equipment May Develop

More than one hundred representatives of the farm and implement trade press and farm equipment manufacturers in the United States met in Chicago on March 22. Representatives of the U.S. National Association of Farm Equipment Manufacturers told the editors and publishers that there is a grave possibility that the farmers who wait until the eleventh hour, before purchasing, may find themselves unable to obtain equipment, due to many complicating factors, including difficulty in obtaining materials, labor shortage, reduced operating schedules, railroad embargoes and other causes. This aspect of the situation, while recognized by most, was a new angle for some who expressed the belief that the message should be borne home to the farmer in no uncertain terms.

One newspaper editor took occasion to emphasize the relation of prices of farm products and the level of prices in the farm equip-

ment line, asserting that farm implements were among the few commodities, if any, which were on a parity with the level of animal and crop prices. The manufacturer of farm equipment, he maintained, has a story to tell which should be eminently worth while getting across to the farmer.

Code of Ethics Adopted

The sales and advertising managers department of the Association have adopted a code of ethics which will be submitted to the general executive committee of the association with the recommendation that it be approved by that body as a code to which the entire industry may subscribe. This code of ethics, as recommended, states:

"Our industry, being basic in character, affords us a distinct opportunity of serving society and should justify the exchange of ideas,—our ambitions should encourage us to perform our duties in a dignified and honorable manner, our endeavors should be to elevate the standard of our vocation. Our business should be conducted in such a manner that others will find it profitable and conducive to happiness to emulate our example, and further-

more that truth, honesty and courtesy shall prevail in all our dealings.

"To respect the rights and privileges of competitors, and not to interfere with or attempt to have cancelled any bona fide orders or contracts taken by a competitor.

"To recognize business courtesies, and particularly courtesies in the field, and not to knock competitors or competitors goods. If you cannot speak well of them and their products you can at least remain silent.

"That in making, causing, or permitting to be made or published, any false or untrue statement of or concerning the business policies or methods of a competitor, is unfair and should not be sanctioned or permitted.

"That we will not solicit the services of employees engaged with our competitors without first notifying such competitor of our intention to do so and securing their consent.

"That the willful or malicious interference by any person, association, or corporation, by any means or devices whatsoever, with any existing contract between an employer, and an employee or agent of such employer, in or about the production, manufacture, transportation, or sale of any product, or the performance of any contractual duty or service connected therewith, such interference being for the purpose or with the effect of dissipating, destroying, or appropriating in whole or in part, the patronage, property, or business of another engaged in such industry, is unfair."

An Exceptional Sales Opportunity!

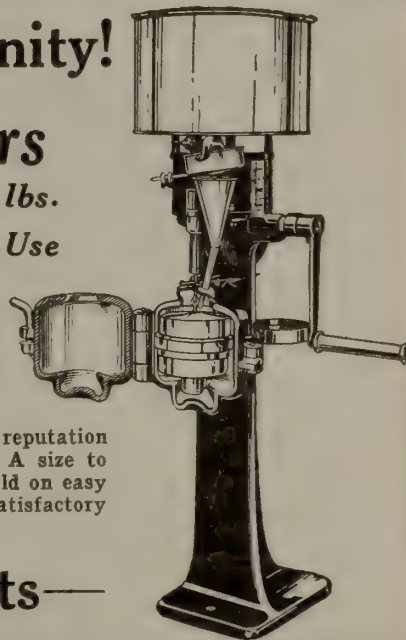
Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs.
World Famous — Over a Million now in Use

It pays to handle the original and genuine Melotte—still the King of Cream Separators after nearly 40 years' remarkable success. The Melotte self-balancing, frictionless bowl has never been equalled.

In Demand—Every Month in the Year

Built to give years of service. Easily driven and easily cleaned. Melotte reputation for close skimming and wonderful durability makes sales easy for the dealer. A size to meet every demand. There are over 100,000 Melotte owners in Canada alone. Sold on easy terms. Handle Melotte Cream Separators and you outclass competition and do satisfactory business. Get our new, attractive prices and dealer terms.



Lister Power and Light Plants—

"LISTER-BRUSTON" and "LISTER-PHELPS"

From 40 to 1,000 Light Capacity

Automatic, Semi-Automatic and Non-Automatic

LISTER-BRUSTON Plants are a direct-coupled, radiator-cooled outfit with a complete range of sizes. Cover every need for farm, store, hall, church and school lighting. Operated by the famous Lister vertical engine; high-tension ignition and automatic lubrication. Shunt-wound dynamo. Built on a substantial cast-iron base. Easy to operate; absolutely dependable.

LISTER-PHELPS Plants are made in two sizes, 1,000 and 1,500 Watts capacity. Have guaranteed capacity of 50 and 75 lights, without battery. No switchboard; simple control box. A lever starts or stops motor, cutting out battery and giving 3½ h.p. to power pulley. Economical, vibrationless; operate on gasoline, kerosene or distillate.

Lister Lines Will Multiply Your Sales

Our line includes: "Lister," "Canuck" and "Magnet" engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte," "Lister-Premier" and "Magnet" Cream Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, Etc.

Ask for our Attractive Sales Offer

R. A. LISTER & CO. (Canada) LTD.

Winnipeg, Man.

- - Hamilton, Ont.



Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

H. A., Man.—For details on disc sharpening machines communicate with D. Ackland & Son, Ltd., Winnipeg.

L. L. P., Alta.—Repairs for the "New Superior" grain separator can be had from the Cushman Farm Equipment Co., 288 Princess St., Winnipeg.

S. & P., Alta.—We do not know of any mower attachment for cutting seed clover. A clover harvester is manufactured by G. P. Luedke, of Springfield, Ill. For this work a Frost & Wood binder has been used with great success.

T. H. E., Alta.—Part C187 is a boxing which is found on two makes of disc harrow. One is in an old "Stoddard" harrow which has not been manufactured for many years. The other is a harrow made by the Bucher & Gibbs Co., Canton, Ohio. Their harrow part may be had from the Waterbury Implement Co., 312 Washington Ave., N. Minneapolis.

J. E., Alta.—We have tried several of the firms who sold caboose trucks, but none have a truck with skein of the pattern shown. It may be an old type Mandt truck. If so you can get a new skein from the John Watson Manufacturing Co., Winnipeg.

W. A. H., Sask.—Casting E-7 is a pinion for an 8 ft. steel "Monitor" windmill manufactured by the Baker Manufacturing Co., Evansville, Wis. You can get part from P. M. Ames, Brandon, Man., who is distributor for this line in Western Canada.

W. R. L., Sask.—If it is the glass jars you require for the "Automatic" churn, it is impossible to obtain same. None of these churns have been sold for over two years. Any other parts except jars may be had from Mr. Clifford, 412 Chambers of Commerce Building, Winnipeg.

W. C. D. & Son, Sask.—There is only one feed crusher known as the "Western." Parts can be had from the manufacturers, the Western Machinery Co., Wichita, Kansas.

V. & B., Sask.—Part P-2514 is for a gang plow manufactured by the Massey-Harris Co., Ltd. You can get part from the nearest branch, at Regina or Saskatoon. Parts for the "Kentucky" press drill can be had from the nearest branch of the International Harvester Co. of Canada.

S. H., Man.—The Kingman Plow Co. formerly made a harrow with part N-59, but we cannot tell whether this was a disc or spring tooth harrow. If a Kingman part you can get it from Martin & Kennedy, Kansas City, Missouri.

J. W. G., Sask.—Parts for the "Letz" grain grinder can be had from the United Grain Growers, Regina. Repairs for the Empire "Baltic" cream separator can be had only from Robinson-Alamo Limited, Princess St., Winnipeg.

J. T. W., Alta.—Part B-775 is the top half of a bearing box for a harrow manufactured by the Moline Plow Co. You can get this part from the John Watson Manufacturing Co., Winnipeg.

J. R. McL., Sask.—It is now impossible to get parts for the "Paris" sulky plow. Shares for this plow may, however, be had from D. Ackland & Son, Winnipeg. Repairs for the "Hero" fanning mill can be had from the Twin City Manufacturing Co., Logan and Quelch St., Winnipeg.

F. P., Man.—Parts for the "Banner" engine can be had from the United Engine Co., Lansing, Mich., or from their Minneapolis branch, 22 North First St., Minneapolis.

R. S., Sask.—Grinder parts B-230 and B-231 are for a Toronto grinder. You can get them from the Ontario Wind Engine & Pump Co., Regina.

W. P. & Son, Alta.—Plow head bearing N-14 is for a sulky plow made by the Emerson-Brantingham Implement Co. You can obtain part from the Anderson-Roe Co., Calgary or Edmonton.

B. & F., Alta.—Repairs for the Gilson farm engine can be had from the Gray Tractor Co. of Canada, 298 Ross Ave., Winnipeg, who distribute the Gilson line.

G. A., Man.—Repairs for a "Climax" sower can be had only from the manufacturers, the Peoria Drill & Seeder Co., Peoria, Ill.

G. G. G., Alta.—Parts for a "Minneapolis" mowing machine are no longer procurable.

S. M. S., Sask.—You can obtain repairs for the "Majestic" range from the J. H. Ashdown Hardware Co., Winnipeg.

G. J. O., Man.—Nos. A204 and A305 are parts for a Chicago Aermotor windmill. The Leadley Manufacturing Co., Princess St., Winnipeg, have a limited stock of parts. If they cannot supply you, write the Aermotor Co., 2500 Roosevelt Rd., Chicago.

R. J. P. & Son, Man.—The "Ellis" engine has not been manufactured for some years. You can still get parts, however, by addressing the Levene Motor Company, 2200 Diamond St., Philadelphia, Pa.

R. L. R., Sask.—No parts can be had for the "Paris" plow, now obsolete. Shares can be had from D. Ackland & Son, Winnipeg.

S. & G., Alta.—There is no "Diamond" grinder made by the Western Mercantile Co., Omaha. It may have

been jobbed by them. There is a grinder of this name made by the New Winona Manufacturing Co., Winona, Minn. Parts can be had direct from the factory.

N. W. F., Man.—The brush breaker with parts marked L.B.B. is made by the Cockshutt Plow Co. For parts address the Winnipeg branch of the company.

A. H., Sask.—From the print shown we cannot identify the make of disc plow. The frame looks home-made. The paper in which this was published is located at Edmonton. They may be able to assist you get in touch with owner of plow.

J. W., Man.—Enquires for manufacturer of the "Flour City" feed mill. Can any subscriber identify this mill, and advise who made it?

D. R., Man.—Asks for repair source for part H. R. 5 for a wood beam road plow. Can any reader identify this plow?

R. W., Man.—Parts for the "Acme" harrow can be had from the John Deere Plow Co., Winnipeg.

J. V. F., Sask.—Pinions for the "Superior" grain drill can be had from the Canadian Oliver Chilled Plow Co., Winnipeg.

J. C., Man.—We believe that part B-240 is for a Toronto grain grinder. If so you can get repair from Robinson-Alamo Ltd., Winnipeg.

T. McK., Alta.—Part H-347 is the plain top spool box and H-349 is a draw bar top box for a disc harrow made by the Rock Island Plow Co., Rock Island, Ill. Write the factory direct for parts.

M. P., Man.—Requires part S-61 for grinder. Bauer Bros., Springfield, Ohio, use this initial on a grinder, also the Stover Engine & Manufacturing Co., Freeport, Ill. If the latter make, part can be had from Brandon branch.

W. O. M., Man.—We are not quite clear on name of washer. Does the customer own an "Atlas" or "At Last" machine. The "Atlas" is made by the Boss Washing Machine Co., Cincinnati, Ohio, while the "At Last" is made by the At Last Washing Machine Co., Perry, Iowa.

J. E. H., Alta.—The only "Wisconsin" engine made was one formerly manufactured by the Termaat-Monahan Manufacturing Co., Oskosh, Wis. You will have to address factory for parts.

J. L., Man.—Repairs for the Winona wagon are not carried in the Canadian West. Write to the Winona Wagon Co., Winona, Minn.

D. Bros., Man.—The "Hercules" farm engine is manufactured by the Hercules Corp., Evansville, Ind. Parts can be had from the United Grain Growers, Winnipeg.

J. M., Man.—The only point where you can now obtain parts for the Chatham fanning mill is to address Gray-Campbell Limited, Chatham, Ont. Sieves may be had from the Twin City Separator Co., Winnipeg.

F. Bros., Sask.—Parts D.H. 10-R and D.H. 41-R are a disc harrow formerly made by the Janesville Machine Co., Janesville, Wis. Parts may be had from the John Watson Manufacturing Co., Winnipeg.

N. H. J., Sask.—Repairs for the Renfrew gas engine can be had by writing

the Renfrew Machinery Co., Renfrew, Ont.

J. A. McL., Sask.—There were two windmills known as the "Clipper" formerly made. We believe that the type for which you need parts was manufactured by the Heller-Aller Company, Napoleon, Ohio. Write them direct for part.

E. J. F., Sask.—Inquirer requires boxing for disc harrow. This boxing is marked "A." Other parts of the harrow are lever V6, lever casting V16, seat V12. The boxings are marked A, B, D and E. This may be an old style Rock Island disc harrow. If so, parts could be had from the Rock Island Plow Co., Rock Island, Ill. Can any reader advise us on the maker of this harrow?

Information for Inventors

We recently received copies of their booklets on patents and trade marks from Richards & Geier, patent attorneys, 277 Broadway, New York. Copies of these booklets are available for free distribution to interested readers.

The publications contain a great deal of concise information for individuals and firms interested in patenting inventions and copyrighting trade marks, etc. Full information is given on applications for patents, improvements on patented articles, infringements, licensing, patent marks, patent ownerships, assignment of patents, the purchase of patents, etc. In clear cut phraseology the booklets cover all the necessary features which the layman should know in applying for patent rights; in fact, they are a handy text book on the subject of patent law. The value of such booklets to the inventor or patentee will be great, and will save them much research.

U.S. Exports in 1922

In 1922 ten foreign countries absorbed 85 per cent. of the total exports of implements from the United States. Approximately one-third of the total went to Canada, and another third to Argentina and France.

Canada's heaviest imports were tractors and threshers. A total of 4688 tractors, of which 4495 were of the wheeled type, were exported to Canada during 1922. Threshers imported by the Dominion were valued at \$1,739,014. Plows, harrows, cultivators, harvesters, cream separators and pumps completed the bulk of our imports.

The countries which took 85 per cent. of the total implement exports of the United States in 1922 were: Canada, \$9,440,084; Argentina, \$5,360,845; France, \$3,918,377; Mexico, \$1,781,979; Australia, \$1,298,704; United Kingdom, \$1,115,816; British South Africa, \$697,371; Cuba, \$410,443; Spain, \$396,587; and Brazil, \$394,843.

THE ROTARY ROD WEEDER

Is a Death Sentence to Weeds—Sell It!

It is a cultivator, weeder and packer combined, and does the work of all three in one operation. Made in 8, 10 and 12 ft. sizes. The revolving rod pulls from 3 to 8 ins. of weed roots, and can be forced to 6 inch depth to give perfect uprooting. Does not clog.

ASK FOR PRICES AND OUR DEALER CONTRACT

The best and cheapest implement on earth for killing weeds and taking care of summer-fallow land. 1923 prices greatly reduced. Write us for details. Manufactured only by the Rotary Rod Weeder & Manufacturing Co., Cheney, Wash., U.S.A.

Sold in Western Canada by

Northern Machinery Company Limited
CALGARY - - ALBERTA



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

Lines that Farmers Know and Want

Sixty-five per cent of the people in the Prairie Provinces live on farms—250,000 farm homes. Thirty-two per cent of these farm folks read *The Nor'-West Farmer*—over 80,000 subscribers. The messages of the following advertisers are being read by 400,000 country store customers who prefer and readily accept goods advertised in this paper. For forty-one years *The Nor'-West Farmer* has given its subscribers reliable and useful information on agriculture and merchandise through its editorial and advertising columns. The following lines were advertised in the February and March issues:

Building & Supplies

Beatty Bros.

The "B-T" Barn Book is offered free through the advertising of Beatty Bros., Ltd., Winnipeg, Man., a special aid to every Beatty dealer.

C. B. Stoes

Caledonia Box & Manufacturing Co., Winnipeg, another new-comer.

Concrete

"What the Farmer Can Do With Concrete" is the title of a free book advertised by the Canada Cement Company, Limited, Montreal.

Crib Silos

advertised by Theo. A. Burrows Lumber Company, Winnipeg, who also offer the services of a Free Plan Department.

Cater's Pumps

Manufactured and advertised by H. Cater, Brandon, Man.

Dutton Wall Lumber Co.

Hollow Wall Silos "Made of Wood" are being advertised by the Dutton Wall Lumber Co., Winnipeg.

Everlasting King Silo

"Summer Pasture all Winter" is the heading of an advertisement of the Canadian Cedar & Lumber Co., Ltd., Winnipeg.

Lamatco

"The Universal Wallboard" is advertised by the Laminated Materials Co., Ltd., New Westminster, B. C.; of special interest to hardware and lumber dealers.

Max Corrugated Iron

A barn roofing advertised by Western Steel Products, Limited, Winnipeg.

Stave-Lock Silos

1923 will be a big silo year and Stave-Lock Silos, Ltd., Edmonton, Alta., are making sure that the best western farmers will get to know their product through *The Nor'-West Farmer*.

Implement Lines

Alligator Steel Belt Lacing

Flexible Steel Lacing Co., Chicago, Ill. A good line for the hardware and implement trade. Easy to sell.

Allen Double-Rotary Harrow

This implement is manufactured by the Canadian Farm Implement Co., Ltd., who have established a factory at Medicine Hat, Alta.

Avery Tractors

"The 1923 Avery Line" is the title of a book offered free to farmers in the advertising of The Canadian Avery Company, Limited, Winnipeg.

Buckeye Incubators

and colony brooders are advertised by the Buckeye Incubator Co., Springfield, Ohio. Jas. H. Ashdown Hardware Co., Ltd., Winnipeg; and A. J. Johnson & Co. and Marshall-Wells, Vancouver, distributors.

Burlington U-Bar Fence Posts

More farmers will buy these posts as a result of the advertising of the Burlington Steel Company, Limited, Hamilton, Ont. A good line to carry.

Carter Disc Separator

The principle used in grain cleaning methods in flour milling has been applied to a machine "in a size suitable for farm use." Carter-Mayhew Manufacturing Co., Ltd., Winnipeg.

Case Tractors

The J. I. Case Threshing Machine Company, Racine, Wis., are backing up their dealer's efforts by well directed advertising on tractors. Separator copy will follow later on.

Cockshutt Plow Co., Ltd.

This Company believes in using *Nor'-West Farmer* advertising to boost sales. A series of advertisements featuring their line is being run.

Delco-Light

Delco-Light Co. of Canada, Limited, Toronto, are advertising their well-known lighting plants.

"Eastlake" Grain Pickler

Manufactured and advertised by The Metallic Roofing Co., Winnipeg.

E. B. Implements

E. B. A. 5 Grain Drills are featured in one of the advertisements of the Emerson-Brantingham Implement Co., Rockford, Illinois. Regular copy features the complete line during the season.

Emerson Wild Oat Separator

Emerson Manufacturing Co., Winnipeg. Now is the time to push grain-cleaning lines.

Empire Milking Machines

The Empire Cream Separator Co. of Canada, Ltd., Ottawa, is cashing in on the greatly increased interest in dairying in Western Canada by advertising to the best farmers of the west.

Farmer Jones Packers

Made and advertised by Christiansen Implements, Ltd., Winnipeg.

Fifield Roller Bearings

"Guaranteed to keep the forward edges of the discs in proper contact without friction or wear." Ball bearings for all kinds of disc drills. Fifield Manufacturing Co., Abbey, Sask.

Flexible Shaft Co.

The Flexible Shaft Co., Ltd., Toronto, advertise a complete line of clipping machines.

Garden City Feeder

This name has become well known to *Nor'-West Farmer* readers through the advertising of The Garden City Feeder Co., Regina, Sask.

Hart-Parr

"A Time-Tested Tractor with 22 Improvements" is heading used in an advertisement of the Hart-Parr Company, Charles City, Iowa. Branches at Winnipeg, Regina and Calgary.

London-Gem Concrete Mixer

The London Concrete Machinery Co., Ltd., London, Ont., are advertising a complete line of concrete mixing and handling machinery.

McCormick-Deering 15-30

The International Harvester Co. are telling western farmers the story of their new tractor in a series of advertisements. The complete I.H.C. line is featured throughout the year.

McCormick-Deering Tillage Implements

The International Harvester Co. use large space to illustrate and explain the merits of their various lines of machinery.

Massey-Harris

Massey-Harris dealers will be interested in the series of advertisements this company is now running in *The Nor'-West Farmer*.

Melotte Cream Separator

Price reductions and easy terms are featured in the advertising of R. A. Lister & Co. (Canada), Ltd., Winnipeg.

Nichols & Shepard Tractor

Made by the Nichols & Shepard Co., Battle Creek, Michigan, who also manufacture Red River Special Threshers and other lines.

Oil-Pull Tractors

The fact that R. O. Wyler, of Luseland, Sask., World Champion Wheat Grower, used an Oil-Pull tractor to plow the land on which the wheat was grown, is featured in an advertisement of the Advance-Rumely Thresher Company, Inc., La Porte, Indiana.

Planet Jr.

A garden tool made by S. L. Allen & Co., Inc., who manufacture a complete line of hand, horse and tractor cultivators.

Rotary Rod Weeder

"Produce Your Crop Cheaper" is the advice of the Rotary Rod Weeder & Manufacturing Co., Cheney, Wash. A great tool on summer fallow.

Viking Cream Separator

Cushman Farm Equipment Co., Ltd., Winnipeg, Man., is advertising Viking Cream Separators. They have only recently taken over the distribution of this well known line.

Waterloo Boy Tractor

Advertised and distributed by the John Deere Plow Co., Ltd., Winnipeg, Regina, and Calgary. Advertising support for other lines will follow in later issues.

"Z" Engines

The Canadian Fairbanks-Morse Company, Limited, with western branches at Winnipeg, Regina, Calgary, Vancouver and Victoria, are advertising the "Z" Engine as a farm labor-saver. Also advertising water and light plants.



**The Nor'-West
Farmer**
The Pioneer
Farm Journal of
Western Canada
WINNIPEG

GD



PLOWED BY A
GRAND DETOUR



GRAND DETOUR

TRACTOR
PLOWS

Its Work Stands Out

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

IT really takes a comparative test to emphasize Grand Detour's winning work. Studied alongside other plowing, Grand Detour's straight, clean furrows, its unusual pulverization, always land the farmer vote.

Such beautiful plowing makes its supreme appeal to the farmer who takes pride in the very appearance of his fields. The best

farmers demand plows that will turn out such results. They know from actual experience, or from comparing its work, that the Grand Detour gives the finest plowing service to be had today.

To be sure of a plow stock that will please the leading farmer, it is best to order Grand Detours early.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by

J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis., and branches at Winnipeg and Brandon, Man., Regina and Saskatoon, Sask. Toronto, Ont., Calgary and Edmonton, Alta.

ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind., and all branches AVERY CO., Peoria, Ill., and all branches

J. I. CASE THRESHING MACHINE CO., Inc.
DIXON, ILLINOIS • GRAND DETOUR PLOW DIVISION • EST. 1837

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 5

WINNIPEG, CANADA, MAY, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year. \$1.00
Per Copy, 10 Cents

Compound Interest



Suppose a boy of 18 determines to save six dollars a week. At three per cent compound interest he will have on his twenty-fourth birthday \$2,037 of which \$165 will be interest.

The longer your savings account grows the larger it grows and the faster it grows. Is compound interest helping to make you independent?

Double your Savings It CAN be Done."

934

UNION BANK OF CANADA

Head Office WINNIPEG

We Can Save You 50% on Your Fire Insurance

During 1922 on our total Canadian business we had a loss ratio to total premiums written of only 42 per cent., and an expense ratio of 20 per cent. The total ratio, in both Canadian and U.S. business was only 49 per cent.

The average loss ratio of the Stock Companies in Canada, in 1922, was 68 per cent., and expense ratio over 40 per cent. Compare these figures, and you can see how we are well able to give implement and hardware dealers fire protection on their buildings, stock and homes at ONE-HALF the Board Companies rates. We charge board rates and refund 50 per cent. of the premiums at the expiration of each policy—and have paid this dividend for 16 years.

What is your fire insurance costing you? Lower your overhead by using the Safety, Service and Saving we offer with our Policies.

ASSETS OVER \$5,300,000.00

NET CASH SURPLUS OVER \$2,007,000.00

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,
802 Confederation Life Building, Winnipeg.



Ask for Prices

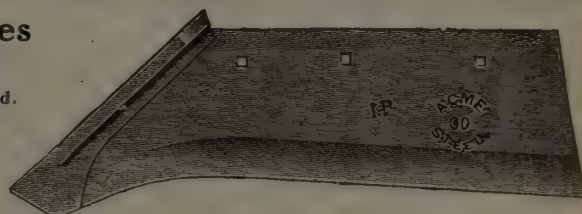
Watson Barrows Assure Sales

Three sizes—9½, 12 and 15 in. Sides.

Have 20-in. Steel wheel. Two larger sizes have tail board. Knock down flat for shipment.

Get Prices on Genuine Moline
"ACME" Shares

Give perfect wear. Reasonable in price and supreme in quality.



The Original Soft Centre Share

Watson Plow Packers

In 2, 3 or 4-furrow sizes, with surface, sub-surface and mulcher interchangeable wheels. They do the job at the right time. Reasonable in price.

Moline Implement Repairs

We carry all repairs for Moline plows, drills, disc harrows, wagons and hay tools.

Watson Blower Feed Cutters

We show our 13-inch power blower cutter, a powerful fast worker. None better made.

John Watson Mfg. Co., 311 Chambers Street Winnipeg.



Gilson Cream Separators

150, 300, 450, 600, 900 Lbs.

Note the range of capacities. The closest skimming machine on the market. Interchangeable discs. Self-balancing, self-aligning bowl revolves on a hardened steel ball. Easily driven, easily cleaned.



Gray-Gilson Farm Equipment

Assures Steady Demand and Good Profits to Dealers

A Complete Line Including:—

Gray Tractors, Gilson Engines, Cream Separators, Silos, Ensilage Cutters, Silo Fillers, Barn Equipment, Grinders, Sawing Outfits, Pipeless Furnaces. Write for the most liberal dealer contract ever offered.

Gilson Wizard Engines 1¾, 3½, 6 and 10 H. P.

Economical, simple, dependable. Operate on kerosene. Oversize bore and stroke give great surplus power over rating. Throttle-governed. Magneto ignition. Simple speed changer. The result of over 20 years engine building. Will meet, and beat, any competition. Strongly guaranteed. Get our prices.



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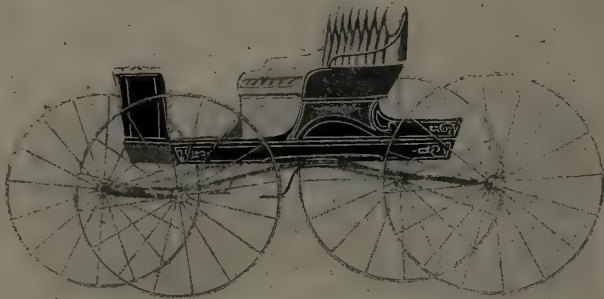
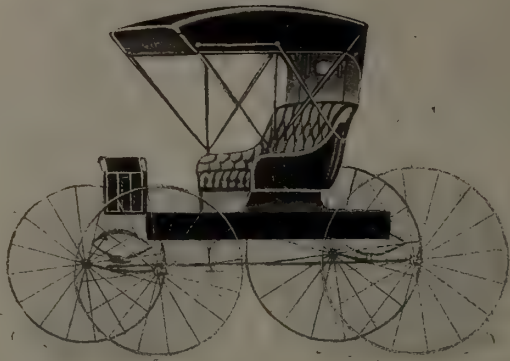
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Behind the wheel of the new Gray-Dort Six, with its 45-horsepower motor, you will form a new conception of power and flexibility—1 to 65 miles an hour on high gear; pick-up from 5 to 25 miles in less than 9 seconds. And yet many owners are getting 30 miles to the gallon of gasoline.

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24 models of open and closed four and six cylinder automobiles from \$695 to \$2500 f.o.b. factory, taxes extra.

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MOWER and BINDER
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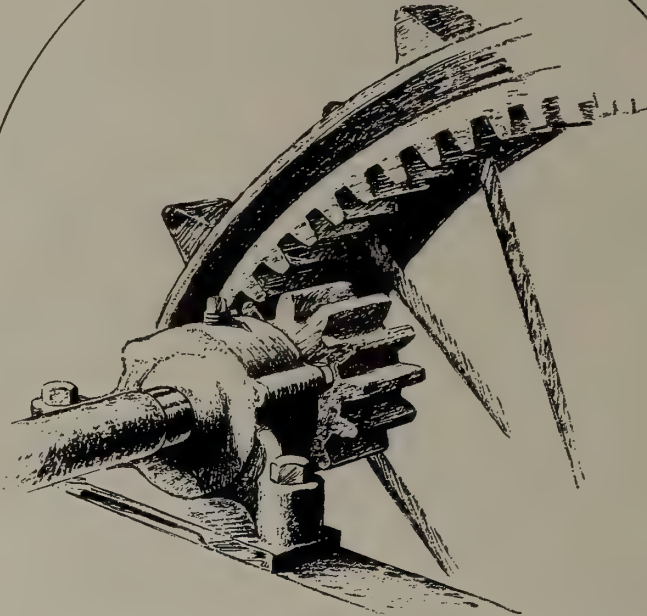
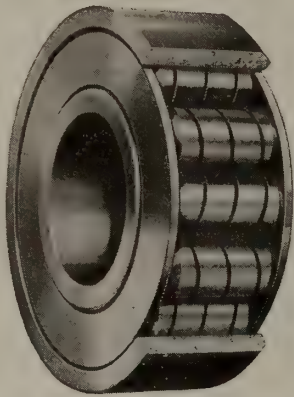


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CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 5

WINNIPEG, CANADA, MAY, 1923

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Per Copy, 10c

Modern Equipment for Handling the Hay Crop

BY A. A. THOMSON

Hay is one of the most common crops, and one of the most essential, but with too many farmers it is simply a case of cutting the grass at about the right time, letting it dry and bleach, and hauling it to the stack or mow for feeding. No crop so valuable as the hay crop should be handled in this slipshod way, and dealers can do much to educate the farmers in their communities to the value of this crop, and also in how up-to-date haying equipment will give the farmer the best quality of hay at a minimum expense.

In the past the dealer has too often overlooked the business that can be developed in hay tool lines. Beyond a perfunctory interest in mowers—if they were asked for—and possibly rakes, he did not worry much about this line of equipment. Yet a variety of haying machines and tools are produced, so complete that the farmer can handle his crop in one of three ways and be assured of economical and satisfactory results in any case.

The Implements Used

First, there is an equipment of plain and vertical-lift mowers, and hand and self-dump sulky rakes, with which the crop may be cut and placed in windrows or cocks, later to be hauled to the stack or mow. When the crop is handled in this way, a tedder should be used to stir the hay thoroughly so the air may circulate through it and dry it without bleaching.

Another way to handle the crop is with mowers, side-delivery rakes and hay loaders. Side-delivery rakes thoroughly stir the hay and place it in windrows, making a tedder practically unnecessary. Hay loaders include windrow, swath and windrow, cylinder and scratch types.

A third way, which proves especially desirable where large acreages are given to hay-growing, is with an equipment of stackers and sweep rakes. Some lines of sweep rakes have two, three, or four wheels, side or rear

hitch. They will take the hay from the windrow or the swath and deliver it to the stacker. Stackers are of several styles, and made in swinging and over-shot types.

In some localities a combined stacker and sweep rake is used. This machine picks the hay up from the windrow and elevates it to the stack. In addition, wagons, slings and forks, track and balers are adjuncts in the hay tool line.

There are several features in connection with the hay crop that warrant the study of the farmer. Methods of increasing the yield can be investigated—by care in making the seed bed, choice of seed, and time of planting, when hay should be cut, how cured, how stored and the best time to market it. The net results of study and putting the best methods into practice will take no more time than in raising an inferior hay crop, while the farmer will have larger returns of better hay per acre, and hay raising will prove a more desirable and profitable department in agriculture.

The price at which hay is sold is determined by the feeder. He makes the demand, and also determines the kind of hay and its quality. In some localities feeders will demand different things. Some feeders demand timothy alone, others will want alfalfa, while others swear by clover.

The horse demand that is evident this year, and the prices being paid for horses, also the increased interest being shown in dairying and stock raising, make the hay market a factor worthy of the consideration of the farmer.

Different hays vary as to the amount of nourishment they supply, and the kind of nourishment. Alfalfa stands highest when fed for protein. Redtop heads the list when fed for carbohydrates. Although hay may be highly nutritious, if the stock will not eat it it is worthless. Timothy, for example, is

much in demand for its palatability. Whether hay is tasty or not to the stock depends upon the time it is cut and the way it is cured. Hay must be clean, for unclean hay loses part of its feed value and is not so marketable. Grasses injure the quality of hay as they lessen its palatability and cause it to be off color. Choice hay should not contain over 5 per cent of other tame or cultivated grasses; it should be properly cured and of good color, while good baling is essential.

Improving the Crop

The seedbed for hay should be well prepared — moist, firm and well pulverized. The time of cutting depends upon the purpose for which it is used, and upon market demands. Hay exposed to rains is greatly injured in quality and feeding value. It bleaches and molds, and its aroma and palatability are lost. If cured too long in the sun it bleaches and loses part of its foliage by becoming too dry. Curing should take place by the action of air and wind. Air-cured hay is of better color, and is more palatable and nutritious. It should be cured in windrows or cocks and never in the swath, where it is exposed to the sun and is liable to injury from rain and dew. A side-delivery rake will throw the crop into a continuous windrow, which allows it to quickly dry out so the crop can be cut and cured in the forenoon and stored in the afternoon. A hay-loader will quickly load it for transportation. The crop should be stored in sheds or barns, as when stacked there is much loss and the market value is lowered.

When baled for market, the bales should be neat and compact, for the more compact they are the less storage space is needed. Neat bales generally fetch a better price.

Timothy is a leading hay crop, but requires a temperate climate, moist rather than dry. Clover seeded alone requires a firm, fine, well-settled seedbed. As a gen-

eral rule the time to obtain the best hay is to cut clover just past the full bloom when the leaves are still intact, stems green and the maximum of protein and dry matter present. After cutting, clover should not be allowed to remain long in the swath as the sun bleaches it. The side-delivery rake handles the crop gently and does not beat it so as to cause foliage loss. Delivered in long windrows it is better cured. With the sweep rakes, stackers should also be used to do the work without matting or breaking.

Alfalfa is the leading leguminous crop. Its deep roots make it a drought-resisting crop, favorable to Western conditions. It supplies nitrogen and humus to the soil, but its greatest value is as a feeding crop for stock. It is relished by all stock, and nothing excels it as feed. Choice alfalfa hay is reasonable fine, leafy alfalfa of green color, properly cured, sound, sweet and well baled. This crop will succeed in a variety of soils from sandy to heavy clay and gumbo. The ideal alfalfa bed should be mellow, but fine pulverized only about as deep as the seed is planted.

It should be sown in early spring as soon as the ground is warm, and the best stand will be had by sowing by a drill or broadcast seeder, and never by hand. This crop should be cut for hay when it begins to bloom, as it has a higher feeding value at an early stage of maturity. Of all hays alfalfa should be cured with as little exposure as possible — using the side-delivery rake and loader. As a crop it is no more difficult to grow than clover, and is more hardy when once established. It will adapt itself to all kinds and conditions of soils and climate. In the humid districts sowing twenty pounds to the acre has been a custom, but ten to twelve pounds are sufficient if evenly distributed so as to give 50 to 60 seeds per square foot. As a crop it is the most

enriching crop we have, and ensures larger yields for the crops which follow. It can be fed to all kinds of farm animals, and has no superior as hog pasture.

Implements are Improved

As years have passed many improvements have been made in the reaper — ball bearings, less complex gear systems, better knives and guards, and greater facility for adjustment. The side delivery rake aids greatly in the quick drying process, and like the tedder this rake allows the air to circulate freely through the crop yet leaves it in windrows, eliminating the need for the old fashioned cocks.

In storing hay, the implements for which the dealer can build a demand are the wagon and rack, hay-loader, hay sweep or bull rake, the sling and stacker. The loader is made in two distinct patterns—as the rake hay-loader, elevating the crop directly from the swath, and as the combination swath and windrow loader. The sweep rake with its long powerful teeth is a splendid implement, and with it goes the stacker.

No matter what local conditions are the dealer can find suitable machines in the leading hay tool lines. Many well-known lines of haying tools are now manufactured, each with their special features of excellence. By studying the lines produced by different factories, it should be an easy matter for the dealer to choose the line that appeals to him most; and by increasing the use of modern hay machinery in his district, he is giving the community hay conservation that means a direct saving in time, labor and quality—factors easily calculated in dollars and cents.

Farmers using hay unloading tools need them most when rushed. Moreover, they really need them only during three or four weeks of the entire year. It is, therefore, clearly seen that the dealer should be careful to select his hay unloading tools from a line that has proven trustworthy and which will not be found wanting by the farmer during this rush period, even though he gives it no attention from one season to another.

If the dealer will investigate, he will find many farmers in his locality who are using old and inefficient mowers, rakes, loaders or other equipment. In such cases he should have little difficulty in influencing the farmer to purchase new machines, be they mowers, rakes, tedders, loaders, forks, slings, baling machines, etc. The advantages of the time saved and the production of a crop that

will yield greater returns can be readily visualized by the man who has an interest in his hay crop, and who wants to make it more profitable.

Western Canadian Manager for Huber Manfg. Company

W. J. Hunter was recently appointed manager of the Western Canadian branch of the Huber Manufacturing Company, with headquarters at Brandon, Man. Mr. Hunter succeeds F. X. Chauvin, formerly branch manager, who has returned to his old home in Eastern Canada.



W. J. HUNTER

Mr. Hunter, who is well known to the dealers in the Canadian West, first started on the road in the spring of 1896, selling a line of pumps. The following year he entered the employment of the McCormick Harvester Company, serving that organization until June 1907. That summer he started a retail implement business at Weyburn, which he carried on successfully until 1909. He next joined the sales force of the Cockshutt Plow Company, covering Western territory for them until 1914. In the latter year he joined the travelling staff of the J. I. Case Threshing Machine Co., serving that company until the end of 1920, when he joined the staff of the Huber Manufacturing Co., as a traveler.

With a wide experience in the tractor and thresher business Mr. Hunter should be a valuable asset to the Huber organization as their Western Canadian manager. His many friends will learn with pleasure of his well merited promotion.

A fool is one who doesn't know what he knows.

Canadian Fairbanks-Morse Issue Financial Report

The annual report of the Canadian Fairbanks-Morse Co., Ltd., for the year ending December 31st, 1922, shows very satisfactory results for that company with a promising outlook for 1923. The net profit for 1922 was \$104,709, as compared with a loss of \$1,425,055 in 1921. Accounts and bills payable are down from \$744,141 to \$535,002. Accounts receivable were \$1,528,192, as compared with \$1,637,204 in the previous year. Inventories are down to \$2,045,439, as against \$2,359,579 in 1921.

The report shows gross revenue at \$1,244,679, as compared with \$866,804. Selling general and administrative expenses amounted to \$1,071,364, leaving a balance of \$173,314. Deduction of \$68,604, representing interest charges, leaves net profits at \$104,709, as compared with a loss of \$1,425,055 the previous year.

Profit from operations after all expenses, but before depreciation, amounted to \$1,069, while the sum of \$103,640 was realized from the sale of buildings, machinery, etc. These amounts, together with the balance of \$2,168,760 brought forward from the previous year, make a total of \$2,273,470, from which the 1922 deductions for preferred stock, reduction in surplus and amount transferred to special reserve for contingencies total \$214,777, leaving at credit of profit and loss, \$2,058,693. The working capital of the company for 1922 was \$2,227,314.

The report shows that the Toronto factory was only partly employed during the year. Property used for munitions production during the war was sold. In the first quarter of 1923 the business of the country was approximately 35 per cent. greater than for the first quarter of 1922, and with the expense ratio greatly reduced. The report concludes:—"There is every reason to believe this year will record a return of prosperity on a more satisfactory scale."

Winnipeg Wholesale Association Held Meeting

The Winnipeg Wholesale Implement Association held their regular monthly meeting in the St. Charles Hotel on April 19th, the president, M. J. Carrothers, manager of the Advance-Rumely Thresher Co., being in the chair. The following members were present:

Messrs. F. J. Weed, De Laval Company; C. H. Whitaker, Mas-

sey-Harris Co.; J. P. Minhinick, Cockshutt Plow Co.; Mr. Jones, J. I. Case T. M. Co.; D. Dreher, John Deere Plow Co.; J. A. Tanner, International Harvester Co. of Canada, J. C. Menagh, Cushman Farm Equipment Co.; J. P. Ritchie, John Watson Manfg. Co.; J. Robertson, Sawyer-Massey Co.; A. C. Davis, Nichols & Shepard Co.; O. A. Cohagan, Nor'-West Farmer; E. W. Hamilton, and A. A. Thomson, "Canadian Farm Implements." H. A. Coffman, manager of the Hart Grain Weigher Co., Peoria, Ill., and J. E. Gash, of the Nichols & Shepard Co., Battle Creek, were guests of the Association.

The finance committee reported on the financial status of the organization, an assessment being necessary to meet current obligations. The chairman of the legislative committee reported on the successful action taken by the association in regard to the proposed alterations in the Conditional Sales Act.

The resignation of the secretary was received, and A. A. Thomson, Editor of "Canadian Farm Implements," was appointed as Secretary-Treasurer of the Association. It was suggested that the organization hold a Ladies' Night later in the season, so that the wives of members might attend a dinner and theatre party. Messrs. Cohagan and Weed were added to the entertainment committee.

Both Mr. Coffman and Mr. Gash reported on the improvement in trade outlook in the United States and voiced their pleasure at meeting the Winnipeg wholesalers.

Tractor Executive Visits Canadian West

During the first week in May, George Sykes, vice president and general manager of the Gray Tractor Co., Minneapolis, paid a visit to the Canadian branch of the company in Winnipeg. He went fully into conditions with Albert Prugh, Canadian manager. Mr. Sykes recently returned to the factory from California, where he spent some time on an investigation relative to the market for Gray tractors. He states that the side arm hitch feature in Gray tractors is very prominent in California on the farms, and this device is being made full use of in soil preparation.

Mr. Sykes will make an extended tour through the prairie provinces, visiting the leading trade centers and meeting prominent farmers, dealers and distributors.



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*Filled with Evidence that
Helps Dealers Sell OilPull Tractors*

IN California, Texas, Maryland, Canada — everywhere that tractors are used, the high opinion of OilPull owners is proving a powerful sales help to dealers.

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Saskatoon, Sask. Winnipeg, Man.

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and farm trucks.

Serviced from 33 Branches and Warehouses

With the Manufacturers

Peoria Drill & Seeder Co., Peoria, Ill., has issued a new list of quotations showing advances of approximately 10 per cent.

The Gotfredson Truck Corporation, Ltd., of Walkerville, Ontario, are exporting motor trucks to England.

The Plymouth Cordage Company, North Plymouth, Mass., is outputting binder twine at the rate of 63,000,000 pounds a year.

The Banner Buggy Co., St Louis, has advanced the price of its vehicles 10 per cent. due to the increased cost of materials.

F. W. Gigax, sales manager of Matthew Moody & Sons, Terrebonne, Que., visited Ohama recently.

The Globe Manufacturing Co., Perry, Iowa, manufacturers of washing machines, has been re-organized.

The J. D. Tower & Sons Co., Mendota, Ill., have advanced prices on their cultivators, pulverizers and rollers.

Another advance in the price of steel bars, plates and shapes will have an effect upon manufacturers in the market for implement stock.

The Springfield, Ohio, works of the International Harvester Co. recently started on a 50 motor truck schedule daily, doubling their previous output.

The receivers of Bateman & Companies, Inc., Grenloch, N. J., are having an audit and an appraisal of the property made for the information of the courts.

It has been stated by the Birdsell Mfg. Co., South Bend, Ind., that new prices approximating a ten per cent. advance may be expected before July 1.

The International Harvester Company has developed a new small unit, twelve-passenger cross-seat bus mounted on a Model 8 Speed chassis.

Frank J. Mitchell, until recently sales manager for the Reo Motor Car Co., at Windsor, has joined the Gotfredson Truck Corporation as factory representative.

The Cleveland Tractor Co., Cleveland, O., have issued two new circulars descriptive of the Cletrac 9-16 h. p. and 12-20 h. p. models.

A recent incorporation in Minneapolis, is the Hartsough Vaporizer Co., with a capital stock of \$500,000, to engage in the manufacture of vaporizers for tractors.

The Instant Slat Repair Co., Whitewater, Wis., has placed on the market a pressed steel bracket device that enables a farmer to mend a broken binder slat in but a moment.

The Cuddigan-Gehr Manufacturing Co., Anoka, Minn., have commenced to manufacture hand and mower seed potato cutters in addition to their line of digger attachments.

The U. S. Wind Engine & Pump Company of Batavia, Ill., have acquired the right to build

the Reuther potato digger, which will hereafter be known as the U. S. Reuther potato digger.

The Timken Roller Bearing Co. is providing for a considerable increase in the production of Timken tapered roller bearings in both its Canton and Columbus plants.

Elmer Brink has been appointed manager of the McLaughlin Motor Car Co., in Saskatoon. Mr. Brink was transferred by the company from its Calgary branch where he was assistant manager.

The Cullman Electric Pump Jack has been placed on the market by the Cullman Wheel Company of Chicago, to meet the demand for a high-grade electric drive for farm pumps.

The R. Herschel Mfg. Co., with main offices in Peoria, has established direct branch house connections in Minneapolis, taking over the business formerly known as the Herschel-Roth Mfg. Co.

Ruggles Motor Truck Co., London, Ont., have commenced the erection of an addition to its plant. Work on the new building, which is to be 50 x 200 feet, is being pushed to completion.

S. J. Taber, manager of the Fargo branch of the Allis-Chalmers Manufacturing Co., recently visited Winnipeg in order to establish a sales connection for Allis-Chalmers tractors and Illinois threshers.

At the recent annual meeting of the J. I. Case Threshing Machine Co., Racine, Wis., it was announced that the company's plant is working to full capacity and that large export shipments have been made.

The Northwest Implement & Tractor Trade Association voted at its meeting last week to co-operate with the Minnesota state fair in an advertising campaign to bring implement dealers to the state fair in the fall.

Thirty-one dealers from as many states, have been awarded prizes of \$1,000.00 each by the International Harvester Co., for leading in sales of Red Baby

Motor Trucks in their respective states.

George A. Yule, for many years president of the Bain Wagon Co., Kenosha, Wis., died in Los Angeles. April 10, at the age of 64 years. Mr. Yule had been ill for several years. He had spent the winter in Santa Barbara.

The Roderick Lean Mfg. Co., Mansfield, O., has announced the production of a special plow for the Fordson tractor known as the Ferguson. The plow was developed by Harry Ferguson of Belfast, Ireland.

A motor paper reports that the Ford Motor Co. has established a weekly selling plan to cover Fordson tractors. The purchaser deposits \$5 weekly in a local bank, and when he reaches \$100 gets delivery of his tractor.

The War Industrial Board, at Washington, have awarded distinguished service medals to Alexander Legge, president of the International Harvester Co., and G. N. Peek of the Moline Plow Co. for their services during the war.

The E-B. No. 117 tractor-drawn lister, just brought out by the Emerson-Brantingham Implement Co., Rockford, Ill., is the same general design as the two-row E.-B. No. 17 lister which has been used for years in the lister territories.

The Cleveland Tractor Co., Cleveland, O., has announced a new motor cultivating unit consisting of the Cletrac Model F. and a Superior two-row cultivator, the latter made by the American Seeding-Machine Co., Springfield, O.

A new model tractor plow, designed so that a four or three bottom may easily be changed, respectively to a three or a two bottom, and with other improvements, has been brought out by the J. I. Case Plow Works Co., Racine, Wis.

The Port Huron Engine & Thresher Co., Port Huron, Mich., has perfected a new steel model thresher which they are offering to the trade for the season of 1923. This thresher has a 21-inch cylinder and 36-inch separation.

The Avery Co., Peoria, Ill., has issued an 8-page bulletin entitled, "Avery Good Roads News," and is sending copies to county, township, town and city officials. The use of the tractor in road work is shown by illustrations and articles.

The Gorman Engineering Co., Limited, Toronto, who took over the business of the Chapman Double Ball-Bearing Co., have remodelled the plant and are now

Do You Want to Put More Cash in Your Pocket?

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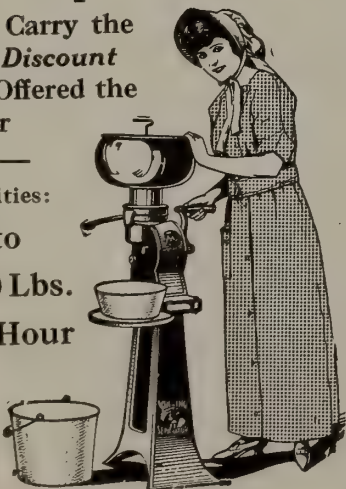
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CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to **CATER**, and get the business in your district.

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By Selling
**MAGNET
Cream
Separators**

Made in 5 Sizes:
Capacities: 400 to 850 Lbs. per hour.

These separators have exclusive sales features that assure good business. They skim to a trace and give long service. Have non-vibrating spindle, strong stand and square cut gearing running on large ball bearings. The Magnet bowl is supported at both top and bottom, steadied at each end by spring-cushioned bearings. Carefully balanced and tested. One-piece skimmer increases capacity of bowl and eliminates possibility of clogging. Equipped with spring brake, anti-splash supply tank and sanitary strainer.

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Special Prices on Magnet Farm Engines

Made in 3, 5, 7, 9, 12 and 16 h. p. sizes. Throttle governed. Special ignition system. Mounted on heavy oak skids. We offer very attractive prices on Magnet engines and grinders.

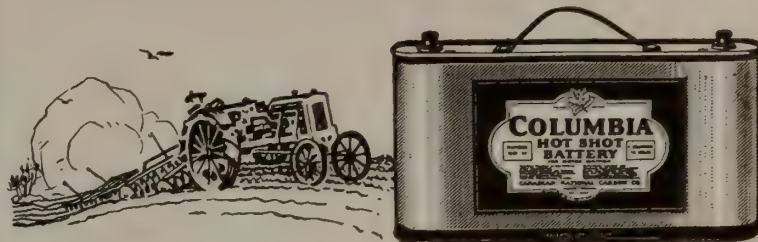
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Montreal Toronto Winnipeg

**Columbia
Dry Batteries**
—they last longer

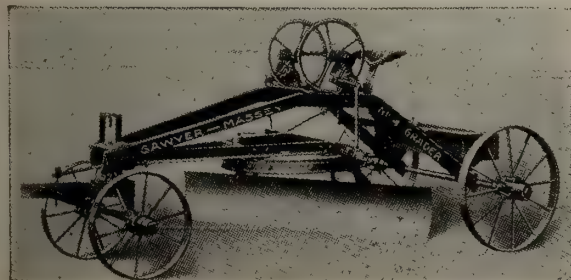
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Sawyer-Massey Road Machinery—



SAWYER-MASSEY No. 4 GRADER

A Good Line
for Live
Dealers

Better roads mean higher land values and better business. Handle our Graders, Maintainers and Levellers in light or heavy types. Our No. 4 Adjustable Grader, shown, has no equal, also our 8 ft. blade Adjustable Drag. Get complete details and prices.

For Prices and Agency Offer, Write Nearest Branch.

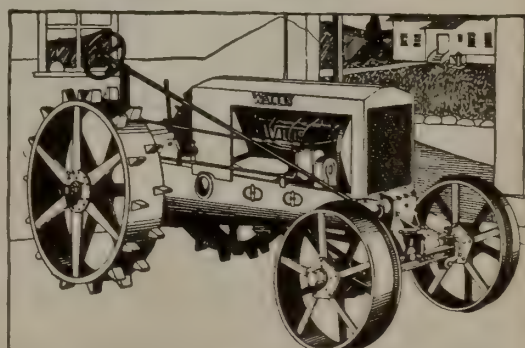
Sawyer-Massey Company, Limited.

Head Office and Factories: Hamilton, Ont.
WINNIPEG REGINA SASKATOON CALGARY EDMONTON.



Handle WALLIS 15-25 h.p. Tractors
Backed by 12 Years' Successful Performance

An acknowledged leader. Light in weight, durable, dependable. Special "U" shaped one-piece steel frame. All parts enclosed in dust-proof casing, and operate in oil bath. Great drawbar pull in relation to weight. Ask for prices and our liberal agency proposition.



in production on the Chapman line shaft bearings, ball-and-socket pillow blocks and loose pulley ball-bearing sleeves.

A report states that the Milwaukee Separator Co., Milwaukee, is in process of liquidation. The business will probably be taken over by the C. M. Petrie Cream Separator Co. Ltd., a new Canadian concern organized in Toronto. The organizer is C. M. Petrie, formerly of the Petrie Mfg. Co.

On April 2, the Oliver Chilled Plow Works, South Bend, Ind., sent out a notice to U. S. dealers apprising them of an advance of approximately ten per cent. on all units and repairs. Cost of materials, the notice said, had gone up from ten to 130 per cent. and labor forty per cent. Further advances were probable, it stated.

The Tractor Division of the Allis-Chalmers Mfg. Co., Milwaukee, Wis., recently shipped two full train loads of tractors and power farming equipment to dealers in the southwest. The shipment was the largest ever made. It consisted of 101 carloads, and 80 per cent. of the tractors had been sold direct to dealers.

Age is nothing but decay. A man may be old at 20 or young at 70.

Seed Bed Preparation

By George Sykes, Vice-President Gray Tractor Co.

A unique feature of the design of the Gray Tractor is the side arm hitches, provided as standard equipment with each machine.

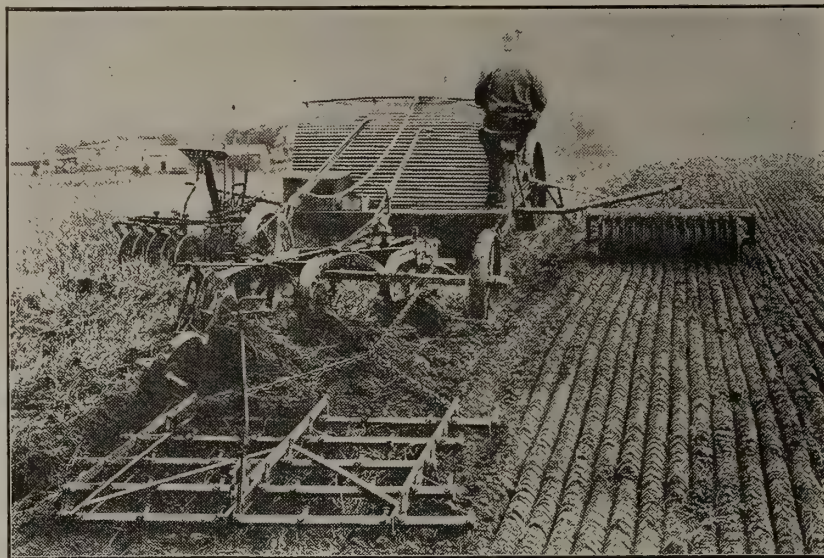
these arms and operate at the sides of the tractor in conjunction with those hitched to the draw-bar.

For example, one eight-foot packer may be hitched to each harrow arm of a Gray Tractor,

row will properly drag the entire space rolled, making a firm, smooth seed bed with a loose dust mulch on top. This equipment will roll and harrow 70 acres in a ten hour day.

This is only a suggested combination, suitable for one class of work. It, however, graphically shows the possibilities for such a hitching arrangement. Many other combinations will at once suggest themselves to farmers and dealers.

The advantages of this method are that the tools are brought close to the operator, where their work may be carefully observed. In attaching implements to the side arm hitches, the load is balanced ahead of and behind the driving member, thus facilitating turning. The hitches on Gray tractors enable one man to prepare the seed bed quickly and perfectly.



Discing, Plowing, Packing, Rolling and Harrowing in one operation by the use of Side-Arm Hitches.

These side hitches consist of extra strong black iron, five feet long, attached to both sides of the frame. They are quickly detachable when not required for work. No other tractor is built to use side arms and no other tractor can use them successfully. Implements may be hitched to

and a 26-foot drag from the draw-bar. In some cases, a forty-foot drag has been used. Each packer will then roll a strip eight feet wide and the tractor itself, by means of the two front wheels and the Wide Drive Drum, will roll the intervening space. Behind the tractor, the 26-foot har-

Pettit Leaves Case T. M. Co.

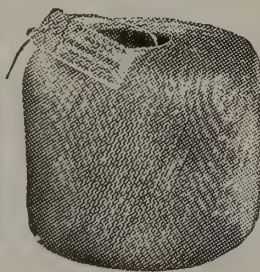
Milton H. Pettit, vice-president of the J. I. Case Threshing Machine Co., Racine, Wis., since 1915, has severed his connection with that firm to join the staff of the Simmons Co. of New York, as vice-president in charge of production. He has been with the Case people for twenty-one years.

Brantford Binder Twine

The Only All-Canadian Brand



The New "Big Ball"



The Standard "Ten"

BY PROVEN MERIT, in open competition against the world, Brantford Binder Twine has reached the peak of popularity with Canadian farmers. Factory extensions to increase the annual output by 4,000 tons have been made necessary by the tremendous demand for this superior twine.

Without any tariff protection, the Brantford Cordage Company has grown into the largest manufacturer of Binder Twine in the British Empire. It is the only strictly all-Canadian company left in Canada, operated and controlled by Canadian capital, independent of any combine, and making twine of highest quality—the Binder Twine of guaranteed evenness, smoothness, length and strength.

Show your customers Brantford Binder Twine in both the standard 10 ball bale and the new 6 "Big Ball" bale—wound all one way and running out perfectly to the last inch of twine.

Be prepared with a full stock of Brantford Binder Twine—your customers will ask for it.

The Brantford Cordage Co., Ltd.
Winnipeg, Man. Brantford, Ont.

Canada's Right Choice

The high tariff walls in the United States, directed specifically against the products of Canadian farms, have so greatly reduced Dominion exports that no change in price levels can explain the declining figures.

For the five months ending with February of this year, the exports of Canadian farm products to the United States totalled only \$28,169,294—for the corresponding period, just prior to the Fordney Tariff barrier being erected against Canada, the total was \$119,701,345.

Canadian farmers are rightly preferring the only all-Canadian Twine—especially when Brantford Binder Twine stands so high in quality against world competition.

In 1902 he joined the company as a stock clerk. He later worked in the factory, and from the shop went out in the field as a service man. He had his first sales experience in Iowa, and in 1905 acted as a collector out of the Regina branch. Returning to the factory he was promoted through various departments, until in 1915 he was elected vice-president in charge of production. In this capacity he gave valuable service to the organization.

Regina News Items

C. E. McQuaid, for many years prominent in the wholesale and retail coal business in Regina, has now entered the retail implement business on the City Market Square, Osler Street, Regina.

Power machinery sales are reported a little better than a year ago at this time. The general opinion seems to be that the percentage of cash on delivery will be larger in 1923 than last year.

The various wholesale implement managers do not claim to be making a record on drill sale. More drills will, no doubt, be sold in Saskatchewan this spring than last spring. At the same time, the volume will be far below what is ordinarily considered normal drill business.

The Corn Show for Saskatchewan, to be put on next fall under the auspices of the Department of Agriculture and the Stock Growers' Association, is creating considerable interest among the implement men. Very few outside of the implement business, realize that several dozen corn binders were sold in Saskatchewan last year, and several corn planters. It is estimated that for 1923 the several firms manufacturing corn machinery will sell a total of sixty to seventy-five corn harvesters and corn planters, possibly more. This is a new line for the province, and one in which dealers should be interested.

Binder Twine Demand

Seeding reports received to date seem to show that throughout the West there will be no reduction in grain acreage this year. Granting an average crop twine trade will be good. In the United States the volume of binder twine sales has been fully up to the average, according to the Cord Age. A large part of the season's requirements already have been booked on dealers' orders. One large plant is stated to have already received more orders for binder twine than it can produce. It usually

does a large export trade, but domestic demand will take its entire output this season.

There is usually a big surplus of binder twine at the end of a season, but a big crop of small grain this year, coupled with reduced production, might cause some spotted shortages. The situation as a whole favors buying to the full extent of probable requirements.

Manitoba Provincial Exhibition Earlier This Year

This year the dates for the big Provincial Exhibition at Brandon have been moved forward. Instead of being held during the last week in July, the dates this year are from July 2nd to 7th, inclusive. Unlike former years, the first and last days will be the two big feature days.

In commenting upon the value of the Provincial Exhibition in Manitoba, to manufacturers and distributors of farm equipment and allied lines, Manager W. I. Smale says:

"To clinch a sale in the farm machinery business there is nothing quite so educative as a first hand demonstration of your product—to prospects right on the ground. How to get 'em is the biggest problem.

"The Provincial Exhibition at Brandon brings over one hundred thousand people, mostly live farmer prospects, within the reach of exhibitors. It's free—that is to say the outside space is free—and the exhibitor gets the crowds that could not be attracted without spending a fortune in sales effort.

"To get in line for the first big day attendance expected this

year, intending exhibitors should secure reservation now, and have their machines early on the ground. Space applications are already numerous, and the lists will close early in June if the present demand upon space continues. Implement and tractor companies should not delay in making arrangements for their exhibits."

Dominion Day, Canada's big national holiday, will be celebrated July 2nd (the Exhibition opening day) and on that momentous morning, everything will be in readiness to open with a bang—the midway—the grandstand attractions—and all exhibits will be complete—bigger by far—and better in every way—than ever before—to welcome the largest attendance ever recorded to the most spectacular exhibition that the West has ever known.

Important Announcement to Dealers HART NEW MODEL SELF FEEDERS

Are Now Sold Exclusively in Western Canada by the
CANADIAN AVERY CO., LTD.

Stocks carried at Winnipeg, Regina and Edmonton, and Repair Stocks also at Calgary.



The Only Self Feeder with Variable Speed Control

They automatically change speed to prevent overloading or slugging. The raddle never stops, and the cylinder never runs empty. Embodies a new band cutter. More efficient, takes less power. The New Model Hart can be operated with a 1½ inch belt. Adjustable throat permits setting feeder to suit ca-

capacity of thresher. It feeds faster and more easily, and runs lighter. The cylinder never slugs. Note how carrier folds. No ratchets, screws or levers. Simply push down on end. It takes up no room. Pitching throat 12" deep and 15" wider than main feeder. Back-gear drive; 2 to 1 reduction.

All Steel Construction—Fits any Separator—New or Old!

Feeds any kind of grain, flax or clover perfectly, and does not wrap or wind. Regularly furnished with 9 ft. carrier; 14 ft. carrier can be supplied. Note sectional view showing interior mechanism. Don't delay; investigate the New Model Hart.



Add to your profits by handling the Hart New Model. Write the Canadian Avery Co. today for catalog, prices and liberal sales offer.

Manufactured by the **HART GRAIN WEIGHER CO., Peoria, Ill., U.S.A.**

Sole Distributors for Western Canada

Canadian Avery Company, Limited

Winnipeg

Regina

Edmonton

New Westminster, B.C.

Profit in Wheat Production

In reply to a statement made at Ottawa that the cost of growing wheat in Portage la Prairie territory was \$1.41 per bushel, farmers in that district took exception and from records endorsed by some farmers show that the cost of growing and marketing one acre of wheat is \$12.75, while the returns, on the basis of only 15 bushels to the acre, would be approximately \$15.00.

According to this estimate, based on the most expensive way that land can be farmed, where the owner hires everything done, the total cost of farming 160 acres for one year is \$2,040. Analysing this, the cost as given is: Fall plowing, \$2; cultivating in spring, 65 cents; drilling in seed, 50 cents; harrowing after the

seed is in the ground, 30 cents; cost of seed, \$1.75; cutting including cost of twine, \$1.10; stooking, 30 cents.; threshing, including delivering grain at car or at elevator, \$3; interest on investment on a basis of \$50 per acre at 7 per cent., \$3.50; taxes, 90 cents, and hail insurance on a basis of \$20 an acre, \$1. This brought the cost to \$15 an acre. The cost for 120 acres at this figure would be \$1,800, while 40 acres of summer fallow at \$6 an acre would make the total cost of 160 acres at \$2,040 or \$12.75 per acre. The yield of the 120 acres under crop would be approximately 2,400 bushels while the average for the entire 160 would be 15 bushels per acre.

It's said that woman always has the last word, yet it's always man that reminds you of it.

Gigax With Matthew Moody Organization

Fred W. Gigax, formerly sales manager of the John Goodison Thresher Company, Ltd., Sarnia, Ont., has been appointed general manager of the Matthew Moody & Sons Co., Terrebonne, Que., a firm who have been in the thresher business for many years.

Long experience in the thresher and tractor business makes Mr. Gigax a very valuable asset to the Moody organization, for he has a very successful record in



FRED. W. GIGAX
Now General Manager of Matthew Moody & Sons Co.

production, sales and publicity work in connection with the thresher business. Mr. Gigax is well known to the thresher industry in the Canadian West, and is thoroughly acquainted with Western conditions and requirements.

For a number of years he was with the Avery Company, Peoria, Ill., first as salesman, later as branch house manager, and then in charge of their foreign sales department. Leaving the Avery interests he joined the forces of the Advance-Rumely Thresher Co., LaPorte, Ind., first as branch house manager, later as sales manager of North-West territory, having business in the northern United States and Western Canada under his charge.

In 1916 he became associated with the Emerson-Brantingham Implement Co., Rockford, Ill., as division sales manager in connection with their tractor and thresher business. In the spring of 1918 Mr. Gigax joined the John Goodison Thresher Co., Sarnia, in control of sales, sales promotion and publicity, and showed marked ability in this position. His experience covers shop experience

as well as sales and executive positions, so that he should be particularly fitted to serve the Matthew Moody & Sons Co. in developing increased business for them in both Eastern and Western Canada.

Mr. Gigax spent a day in Winnipeg during April, going into the business outlook with E. Ellwood, manager of the Western business of the Matthew Moody & Sons Co. Mr. Ellwood, whose Western headquarters are located at Saskatoon, is well known to the thresher and tractor trade in Western territory. He has been appointed manager of the Moody organization for all Western Canada, and on account of being associated with the implement and thresher business in the West for over twelve years, is personally known to the majority of the implement men in the West. His expert knowledge of Western requirements, and his long ex-



E. ELLWOOD
Western Manager Matthew Moody & Sons Co.

perience in the trade, assure his success as Western manager for the Quebec concern.

Mr. Ellwood advises us that the Western head office of the Matthew Moody & Sons Co., will be located at 148 Wall St., Saskatoon. Already an office has been opened in Edmonton, from which Alberta business is being handled. A sales force are now on the territory making arrangements with dealers for representation. In the near future a distributor for the Moody & Sons threshers will be appointed in Manitoba territory. The company state that they will give adequate sales assistance to dealers, and great attention will be paid to service in the field.



**Dominates the Field
of Commercial Haulage**

SPEED WAGON
REO

MORE than 75,000 Speed Wagons are supplying haulage service in 263 lines of business, 100% satisfactorily,—

Because it delivers the goods quicker and cheaper than any other method of motor haulage!

Figured any way, Speed Wagon *economy* is a tangible, provable factor.

Endurance for 100,000 to 500,000 miles of service is inbuilt in every Speed Wagon. A carrying capacity of 500 to 2500 pounds enables profitable pay loads and a low overhead.

In city delivery,—on the farm,—in passenger bus service,—in rural hauling,—in any business where commercial carrying is a factor, the Speed Wagon dominates.

**Manufactured in the Big Reo Shops,—
not Assembled!**

Twelve Standard Body Styles.

Dealers make money selling Speed Wagons, because there is practically no service expense—Your Territory may be Open—Write us.

REO MOTOR CAR COMPANY
OF CANADA, LIMITED
Windsor - - - Ontario

Gray

WIDE
DRUM DRIVE

No Soil Too Difficult for Wide Drum Drive

Not even gumbo itself balks Gray Wide Drum Drive. Owners have proven it far more effective than any other traction method. In extremes of soil and weather in which any other tractor flounders, Gray positively *keeps going* on its Wide Drum Drive.

Wide Drum Drive also makes possible the Gray Flush-Frame, the only unobstructed, clean straight-side frame on any tractor. Never have so many easy, labor-saving

scientific, hitches been possible. Gray Wide Drum Drive requires no differential, ending at once countless tractor troubles.

And ten years of the Gray have established that Grays simply *do not wear out*.

Every dealer will be interested in the new and enlarged Gray sales program, spelling substantial opportunity and profit. Write or wire for complete details today.

THE GRAY TRACTOR COMPANY of Canada, Ltd.
Dept. C. F. 298 Ross Street, Winnipeg, Manitoba



Comparing Implement Prices with Farmer's Purchasing Power

At the present time much is said regarding the parity in price between what the farmer has to sell and what he must buy to carry on his operations. Generally the implement business is referred to as if in no line was the farmer paying higher prices than for his machinery and equipment—with which, be it said, he must develop the wealth with which to buy all his purchases.

For example, Royal Securities, of Montreal, recently issued figures concerning the relative increase in price of what the farmer buys as compared with what he has to sell — quoting the advances as between quotations in 1914 and 1923. In this statement, which received wide publicity, and which was copied by our Western press, it is shown that in April, 1923, grains and fodder are 30.6 per cent. higher than in 1914; animals and meats 18 per cent. higher and dairy products 52.4 per cent. higher.

In contrast to this the financial concern quoted goes on to show the following increases in the wholesale price of commodities which the farmer has to buy today, as compared with 1914 prices. These given were:—Groceries, 70 per cent.; woollens, 87.9 per cent.; cotton, 139 per cent.; boots and shoes, 52 per cent.; lumber, 150.9 per cent.; paints, glass and oil, 128.5 per cent.; house furnishings, 146.7 per cent.; farm implements, 123.5 per cent. advance over 1914 prices.

While we are willing to admit the accuracy of the other commodities cited, we hold that the percentage of advance shown for farm implements and machinery is very erroneous, and such a statement is only another argument to be advanced against an industry that has taken its full share of the losses due to readjustment. Here are the facts regarding some general implement lines. Show them to your customers if they claim that implements are unduly high as compared with any other commodity.

Taking the 1914 and 1923 prices for different implements manufactured, we find the following to be the increase in wholesale price today as compared with August, 1914:

The average grain drill is now 103 per cent. higher than in 1914. Cultivators, 105 per cent.; manure spreaders, 46.6 per cent.; cream separators, 55 per cent.; farm engines, 83 per cent.; wagons, 74.5 per cent.; 14-inch



CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS
VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—G. A. Marshall, Room 37, 34 Victoria Street, Toronto, Ont.

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RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Implement and Vehicle Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, MAY, 1923

gang plows, 94.3 per cent.; 7-foot binder, 66.4 per cent.; binder twine, per 100 lbs., 24.4 per cent.; buggies, 61.03 per cent.; threshers for individual use, 20 per cent. The average 10-20 h.p. tractor is 36 per cent. lower in price today than in 1914, and the average 15.30 h.p. tractor is 44 per cent. lower than pre-war prices.

Taking the average percentage of increase in the eleven lines noted, we find that this is only **66.65 per cent.**, which is a great difference from the 123.5 per cent. claimed by Royal Securities, and is a greater decrease than in any other line the farmer purchases with the exception of shoe leather. In addition, consider the great increase in cost of implement distribution due to freight, sales and manufacturers tax, etc.

Going After Business

Farmers have more money—much more than a year ago—but not as much as they should have. They will not be able to buy all the things they need, nor will it be easy to sell them for they are holding tight to what they have. Essential purchases are the kind that are reported today. But all this does not mean that the dealer has to wait until they make up their minds to buy. Do not wait for trade—go after it,

or you will find that some enterprising fellow has beat you to it, and has sold that seeder, plow, tractor or cream separator. If ever canvassing paid in the past, it will this season.

Plan to enlarge your buying territory by the use of well-educated publicity. There are local papers carefully and thoroughly read by people in all rural sections. There are special gatherings when advertising literature can be distributed. Do not hand it out loosely so that it will be easily lost or hard to carry. An envelope package contains an element of mystery which will prompt the one receiving it to keep it. Make use of your mailing list at least once in three months. Do not forget the postal card with a greeting and a single seasonable selling suggestion. Make use of the telephone to remind customers of the lines you have on display.

Motor Trucks on U.S. Farms

According to figures compiled by the U.S. National Automobile Chamber of Commerce, there is a need for motor trucks in 61 per cent. of the territories from which reports were received. The survey covered 1,218 counties in 47 states. The number of trucks reported on farms in these counties was 138,308.

The Trend of Prices

Considering the recent advances in materials embodied in implement production, it would seem that in certain classes of materials the factories may have to enter the market at an inopportune time. Materials purchased last summer and fall for 1923 stock have in cases been used up. Replacement materials can only be had at higher prices.

The advance found necessary this season in connection with some lines were based on materials purchased at the lower rates, and the danger is that should material prices continue to advance the consequent increased production cost may necessitate advances which will effect future prices. In a recent address, however, the President of the International Harvester Co. pointed out that, in his opinion, the peak in the metal market had been reached. He counselled caution on the part of manufacturers in placing specifications for stock, as the production of metals has been so great that supply will probably exceed demand in the near future.

Comparative figures in connection with the price of other lines as compared with implement prices, as given in this issue, should give dealers good arguments to help the farmer realize that farm equipment is probably the lowest priced commodity today in relation to the value of farm crops. There is a drastic need for new equipment upon many farms. Assuming that every farmer in the Canadian West only purchased new equipment to the value of \$50.00 this year, the aggregate implement sales would total over \$16,250,000.

Fifty dollars is surely a low enough per capita sales value for each farmer. Many lines of business are out to sell the farmer more than \$50 worth of their goods, yet nothing is more important on the farm today than lower production cost through the use of efficient equipment. The farmer must keep his production plant in operation. Vigorous effort, proper sales methods and aggressive action, coupled with initiative in developing business will sell him more than the meagre implement value per capita outlined.

Comparative Costs of Hand vs. Mechanical Milking

We recently received a bulletin issued by the agricultural experiment station of the University of Illinois, which gives some inter-

esting data in relation to the comparative cost of hand and machine milking. The information is compiled from records received from 32 farms on which 850 cows were milked by hand. The machine milked cows numbered 860.

A table gives the saving in expense per cow milked by a machine where the labor rate varies from 12 to 30 cents per hour. With herds of less than 25 cows, the saving per cow milked varied from 46 cents at a labor rate of 12 cents to \$9.55 at a labor rate of 30 cents. In herds of over 25 cows the saving, at the same labor rates, ran from \$2.76 at 12 cents labor rate to \$12.37 at a 30 cent labor rate.

In herds of less than 25 cows the average annual expense of

caring for machine milked cows was \$20.55 per cow. For over 25 cows it was \$17.49 per cow. The average annual saving by the use of mechanical milkers was \$3.23 per cow when all expense was taken into account.

It was found that the average annual expense of caring for a cow milked mechanically was \$18.64. Man labor constituted 76.5 per cent. of the total expense; power 13.2 per cent. and mechanical milker 10.3 per cent.

The average annual expense of caring for a cow milked by hand was \$23.44, or \$4.80 more than the average expense of caring for a cow milked by machine. The labor requirement for handmilked cows was 133.9 hours per cow per year.

Business Changes—Personal Items

A. Sonne retires from the Service Garage, Neepawa.

C. E. Quenett is the name of a new dealer at Penzance.

F. Schneider is the name of a new implement dealer at Kronau.

J. G. Blanchfield is a new dealer at Birch Hills.

The Mechanics Garage is a new concern in Calgary.

D. Bell, a dealer at Vilna, has sold out in that village.

D. Scharf has bought out the Hartney Garage, Hartney.

Patterson & Holingren have commenced operations in the automobile business at Estevan.

Walker & Lowery have entered the automobile business at Portage la Prairie.

Murray & Lyle have commenced in the implement business at Deloraine.

Hart-Parr Co., Ltd., Regina, have been granted a Manitoba license.

A new automobile and tractor business will be opened at Plumas by G. Ward.

D. Starkey has sold out his harness business at Kenville to H. J. Mortimer.

Linton & Lindgren have opened an automobile business at Eden.

J. W. Dowsett is owner of an automobile and tractor repair shop at Gunton.

Jos. Myles has commenced in the automobile business at Fairlight.

The stock of Frank Martz, implement dealer at Holdfast, has been sold to S. Glassman.

W. A. Gilchrist has opened a tractor repair business at Kelvington.

H. J. Dudman, implement dealer at Niverville, has sold out his business to F. Streich.

The Portage Garage Co., Portage la Prairie, has been sold to Elgert & Metcalfe.

The garage stock and equipment of B. T. Tucker, Ste. Rose du Lac, is advertised for sale.

R. H. Collett is operating an auto accessory business at Amulet.

George S. Mayhew has commenced in the retail implement business at Mazenod.

The stock of DeWalt & McGrew, garage men at Meyronne, has been sold out.

Robert Godfrey is the name of a new implement dealer at Otthon.

Longley & Delamere, implement dealers at Prince Albert, have dissolved partnership.

C. E. McQuaid is commencing in the implement and tractor business at Regina.

Briscoe & Bryce, automobile dealers at Riverhurst, have dissolved partnership.

Christ. Peterson has commenced in the automobile and tractor business at Theodore.

Moore & Wilson, implement dealers at Tugaskie, have been succeeded by Moore & Doyle.

Paul Dillingham, Imperial Oil agent at Luseland, has added an oil delivery truck to his business.

C. C. Campbell has taken the agency for Chevrolet cars at Reston.

Dorward Bros., dealers at Miniota, have taken the John Deere agency for that territory.

J. L. Shouse, implement dealer at Young, has sold out in that town to Fred Young.

Geo. Mitchell, harness dealer at Stanmore, has added new lines to his business.

W. E. Bond, implement dealer at Kenton, expects a satisfactory

demands for cars and tractors this season.

J. Taylor is operating a new garage and repair business in Vancouver.

Moore & McCharles have commenced in the automobile business at Manitou.

Dingwall & McMartin are operating a tractor and car repair shop at Minnedosa.

The Tully Ice Machine Co. has been incorporated at Winnipeg with a capital of \$50,000.

Green & Long are now operating an automobile business at Prince Albert.

The Blanchard Foundry & Machine Co. is a new concern at Saskatoon.

E. E. Brand, harness dealer at Altona, has sold out his stock and fixtures in that town.

The implement stock of I. Hull, dealer at Beulah, was sold out recently.

The Western Garage, Yorkton, was recently sold to Monn Bros. who will handle tractor lines in addition to their cars.

C. W. Driver, Fillmore, has rented R. Harrop's Garage in that town and has taken on implement and tractor lines.

Walter & Son, dealers at Melville, recently received a car of Fords and a carload of Cockshutt implements.

P. Erickson has bought out the implement business at Watrous formerly carried on by A. H. Burke.

Morrison & Sons have bought out the implement, automobile and garage business of J. H. McLean, at Shoal Lake.

R. L. Delahay is registered as proprietor of the Macartney Milking Machine Co., at Winnipeg.

McTavish & Park, implement dealers at Cardale, have dissolved business, T. J. McTavish continuing.

F. R. Davis has taken over the implement business at Hazenmore which was formerly operated by R. Lincoln.

J. E. Knapp has opened an implement business at Neville, where he will handle some of the leading lines.

The Barney Baker Co. of Saskatchewan, Ltd., has been struck off the register of companies in that province.

A dealer named Gamin is commencing in the implement and garage business at Scotsguard.

G. W. Hoffman, automobile dealer and garage man at Vanguard, has sold out his interests to Richmond & Ritchie.

The stock and fixtures of N. Matechuk, dealer at Veregin,

have been purchased by J. L. Demeles.

The B. K. Morton Co. are discontinuing their branch at Vancouver. In the same city Groh & Brownell have changed their location.

Rowatt & Merrill, implement dealers at Dauphin, have sold out their business to C. W. McLachlin.

L. J. Desautels, implement dealer at St. Anne des Chenes, has sold out his business to Phillip Gay.

According to a commercial report, the stock of the Stewart Sheaf Loader Co. was sold out on April 17th.

A. J. Graham has sold out his business at Tuxford to J. B. Calver. In the same town the Tuxford Garage has changed hands.

J. R. Highgett, implement dealer and garage owner at Oak River, has taken a dealer named Greenaway into the business as partner.

The Balcarres Battery Shop, Balcarres, changed hands last month. In the same town A. E. Owens has taken on the Massey-Harris agency.

The B.C. Steel Works, Vancouver, have applied for permission to change the name of the company to Hanes - Walker Engines & Machinery, Ltd.

W. S. Grahame, owner of the Speedway Garage at Toulon, is installing new machinery to handle car and tractor repair work.

The assets of the Petrie Manufacturing Co., cream separator and engine manufacturers at Hamilton, Ont., has been acquired by the R. A. Lister Co. of Canada, Ltd.

Charles Lister, O.B.E., active head of the R. A. Lister organization in England, will visit the western Canadian branch of the company at Winnipeg early in May.

D. N. Jamieson, manager of the R. A. Lister Co. of Canada, with headquarters at Winnipeg, recently returned from a business visit to Calgary, Edmonton and Vancouver.

W. R. Hardy is now representing the Gray Tractor Co. of Canada in southern Saskatchewan. He was formerly connected with the Northern Machinery Co., Calgary.

John Boe, dealer at Bateman, reports that his stock is being well cleaned out. He anticipates good business this season. In the same town, Fowler & Bedford have taken over the Massey-Harris line.

J. Newman is re-commencing his implement store at Hyas.

The Melrose Shingle Co., Crescent, suffered fire loss lately.

H. S. Beethan has opened a machinery business at Dauphin.

W. N. Duff, a dealer at Eriksdale, has sold out to A. J. Smith.

Shaefer & Ovans are new dealers at Kelvington.

C. O. Schultz is the owner of a new implement stand at Killaly.

John McVea will discontinue his harness business at Marcelin.

J. Nevau is handling car and tractor lines at New Norway.

L. D. Francoeur is handling several implement lines in his new store at Marengo.

Murray & Marks, dealers at Leask, have dissolved partnership.

It is reported that Gardner & Smith, implement dealers at Kennedy, have dissolved partnership.

S. Smith has discontinued his implement business at Sandy Lake.

C. J. Johnson has commenced in the car and tractor business at Kelvington.

J. B. Cronin, implement dealer at Zealandia, suffered loss by fire last month.

The Imperial Oil Co. suffered loss of \$50,000, and the Prairie

Oil Co. of \$30,000, in a fire in the business district of Medicine Hat.

R. Newth, of the Lipton Trading Co., an implement firm in Lipton, died recently.

Kerr & Franks, auto dealers at Mortlach, dissolved partnership recently.

Moran & Oxley, car dealers at Innisfail, have sold their interests to the Kramer Garage, Ltd.

Bert Watson, a dealer at Camrose, has sold out to C. Sorenson.

An implement dealer named Woodger has commenced business at Magrath.

Chas. Hutcheon retires from the Twinport Motor Co. at Fort William.

O. N. Anderson, who handles the Massey-Harris and other lines at Trochu, has sold out to Victor Pick.

Partnership is registered in the Hubbard Machinery Co., at Unity, and in the Canadian Motor Co., at Melfort.

Albert Prugh, Canadian manager for the Gray Tractor Company, of Minneapolis, recently returned to the Winnipeg headquarters after a visit to Edmonton, Calgary and other points.

Bodie & Beckett have taken over the automobile business at Mossbank formerly carried on by W. J. Welsh.

H. F. Anderson, manager of the Emerson-Brantingham Implement Co., Winnipeg, was laid aside by illness during April but is now back at his desk.

It is reported that the lines manufactured by the Goold, Shapley & Muir Co., Brantford, will be distributed in Manitoba by the Cockshutt Plow Company.

John T. Willard, implement dealer at Taber, has taken into partnership G. W. Wright, who has been associated with him in the business for a number of

years. The firm now operate as Willard & Wright.

The Goodyear Tire & Rubber Co. of Canada, Ltd., with headquarters at Toronto, has reduced its capital from thirty million dollars to twenty-one million dollars.

Leyland Motors Limited, of London, England, have been registered to do business in British Columbia. Consolidated Motors have been incorporated in Victoria.

J. A. Holtman, traveller in southern Manitoba for the Gray Tractor Co. of Canada, recently spent a few days at the office of the company in Winnipeg. He reports the business outlook in his territory as satisfactory.

A. Prugh, manager of the Gray Tractor Co. of Canada, Winnipeg, reports good prospects in the tractor trade this season. He also finds a very satisfactory interest being shown in the Gilson dairy equipment lines, for which his firm are western distributors.

Congratulations to A. H. Ellis, inspector of Western agencies for the Cockshutt Plow Company. Mr. Ellis, whose headquarters are at the Winnipeg branch recently visited Eastern Canada and returned with a bride—and the boys never knew other than that it was a hum-drum business visit to the factory.

H. W. Brown, manager of the Minneapolis branch of the Huber Manufacturing Co., of Marion, Ohio, recently visited the western Canadian branch of the company at Brandon, and also spent a day or two in Winnipeg. Mr. Brown reports business as being greatly improved in the North-Western States.

Charles W. Nash, president of Nash Motors Co., Kenosha, Wis., was a recent business visitor to Winnipeg. He also spent some time in Calgary and Vancouver while in the Canadian West. Mr. Nash believes that cars will ad-

vance in price owing to the increased cost of materials. His firm are an old time buggy and vehicle concern which developed into an automobile plant.

W. F. McKinley joined the sales force of the Gray Tractor Co. of Canada, Winnipeg, this spring. He was formerly with the Cockshutt Plow Co. and is well known to the dealers in Northern Manitoba, his territory with the Gray organization. He reports the prospects for tractor business good, and a good demand for Gilson dairy equipment lines which are distributed by his company.

Business Visitors to Winnipeg

J. E. Gash, head of the accounting department of Nichols & Shepard Co., Battle Creek, Mich., recently spent a few days at the Winnipeg branch of the company. During last month G. H. Bathrick, vice-president and general manager of the company also visited the west Canadian branches at Winnipeg and Regina. Mr. Bathrick states that the outlook for business in U.S. territory shows great improvement.

Additions to Staff of Lister Organization

D. N. Jamieson, manager of the Western business of the R. A. Lister Co. of Canada, announces the following appointments in connection with the expansion of their western business incident to taking over the Magnet line of cream separators, engines, etc.

H. C. Furney, who has been a traveller for the Lister organization in Western territory for over twelve years has been appointed western sales manager for the company. Mr. Furney is well known to the trade who will learn with pleasure of his promotion.

Branches of the Lister Company have been opened at Regina and Edmonton, while a branch for British Columbia trade will be instituted later.

B. Maloney will be office manager of the Regina branch, and J. L. Longpre will be director of sales for the territory served by this branch.

At the Edmonton branch, F. H. Haynes will act as office manager, and J. F. Babb as sales director for the branch.

O. W. Haag will act as distributor for the complete Lister line, including Magnet products, at Calgary.

It takes a lotta pull to push some boobs ahead.



OIL WAGON TANKS

*A Quick Selling Line
Makes Money For
Enterprising Dealers*

Write

**Western Steel
Products Ltd.**

Winnipeg, Man. Regina, Sask.
Saskatoon, Sask. Calgary, Alta.
Edmonton, Alta.

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2½ qt. bags.

Write for Dealers terms and prices.
Strictly wholesale.

North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0
Square Head

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

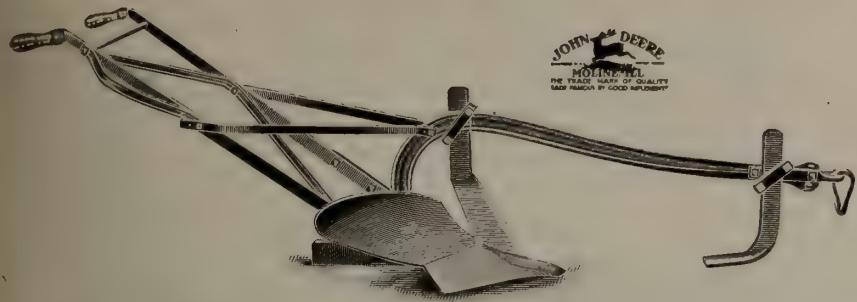
If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service

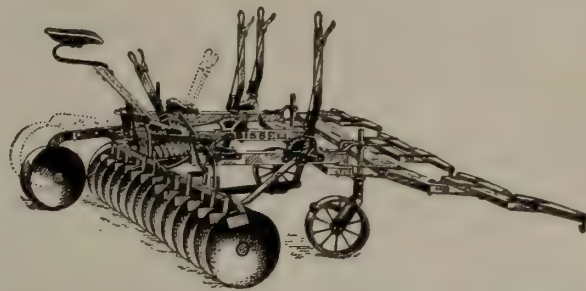
BANNATYNE AVE. WINNIPEG

LET JOHN DEERE DO THE "EXPERTING" IN SUMMERFALLOW



JOHN DEERE GRADING OR ROAD PLOW

Built wholly of steel (except the malleable iron hand grips). Strong enough for work requiring six horses. Extra heavy crucible steel moldboard and slip share. Moldboard is double shinned, share has duckbill point, heavily reinforced on top. Low, solid steel landside; extra heavy steel beam; forged steel clevis. Heavy standing cutter and gauge shoe. Made in 12-inch size only.



BISSELL 14 FT. DISC HARROW

Cuts, cultivates and pulverizes the surface, 14ft. wide and will penetrate to any required depth. With the centre cut out, the ground is all cultivated at once over—no strip is left uncultivated. This type of Disc is exclusively manufactured by and patented in the name of Bissell. Best tillage implement on the list today. For six horses.

BISSELL FOR CLEAN CULTIVATION

The centre cut illustrates one of the biggest successes in profitable crop-growing. Four horses and one man could not be more economically used than in tilling the soil with a Bissell disc harrow.

Success in full measure—against all market odds—comes only to the man who handles the best modern labor-saving machinery. You cannot make better friends and more of them by any other trading influence than by leading them to the use of the Improved Bissell Harrow.

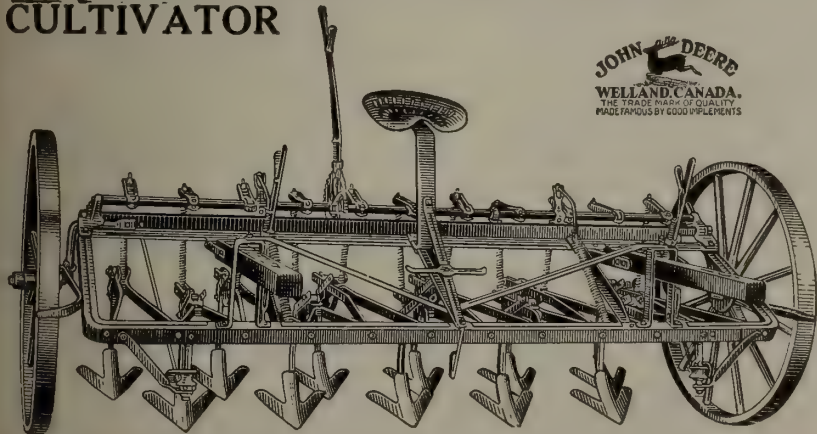


PERFECT TILLAGE WITH LIGHT LABOR

The Bissell Improved Disc Harrow is the lightest in draft of any harrow made, having regard to its wonderful work and capacity for covering the ground. The Bissell does all the work of cultivation in half the time required by old methods.

For severe work on stiff, hard soil or in any tough place the Bissell Harrow will conquer when all else fails. In this respect it holds a splendid record. The Bissell Disc Harrow is built for business. Sold on its merit it has proved one of the greatest business getters ever placed before the farmer.

JOHN DEERE STIFF TOOTH CULTIVATOR

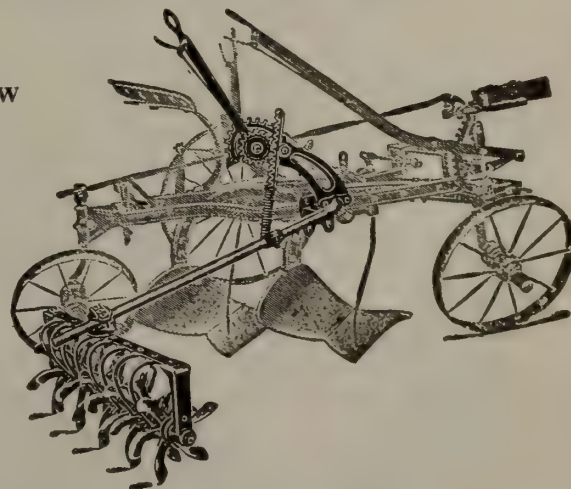


The ideal machine for summer-fallow work. The wide shovels provide a substantial overlap of 2½ inches, making it absolutely certain that no weeds will be missed or pushed aside. Every bit of ground is pulverized completely and in many cases a once over with this cultivator puts stubble land in condition for seeding without plowing. Shovels cut evenly at any depth with good clearance for soil and trash. Let us tell you all the fine points about this cultivator.

NEW DEERE GANG PLOW

With Kramer Rotary Harrow Attachment

Plowing and harrowing in one operation and with very slight increase of draft. The New Deere Gang is the most perfect new plow made and the Kramer Harrow makes a perfect seed bed behind the plow. It contains all the functions of the Harrow, Packer and Pulverizer combined with no extra work for the driver. By test it has been found that the extra draft actually averages less than ten pounds per horse. Think of the saving!



JOHN DEERE PLOW COMPANY, LTD.

WINNIPEG

REGINA

CALGARY

SASKATOON

EDMONTON

LETHBRIDGE

HARVESTER COMPANY PUSHES CAMPAIGN OF SIMPLIFICATION AND STANDARDIZATION

Cyrus McCormick, Jr., Vice-President, International Harvester Company, in charge of manufacturing, has mapped out a very comprehensive and broad plan of standardization and simplification which will result in much benefit to the agricultural industry. There is a definite need for such a plan. Farmers, in fact, have long recognized the advantages of standardizing farm ma-

chines. The desirability of having a more simplified line of tools with which to work is obvious. The countless varieties of styles and sizes of practically all the tools used on the average farm have even interfered to a certain extent with the effectiveness of the repairs and replacement service.

The desire for better service has led farmers and farmer organizations to encourage in every possible way efforts toward simplification and standardization. The need for a standardization program was recognized by the government

Advantages of Standardization of Farm Machinery to the Farmer

LOW PRICES—

Manufacture fewer parts in larger quantities.
Materials bought in fewer varieties and in larger quantities.
Less money invested in Raw materials—Finished and half-finished stock
—Special machines and equipment—Factory and warehouse space.
Factory workers more efficient due to specializing on fewer parts.
Cost of inspection, supervision, etc., reduced.
Interchangeability of parts.

BETTER MACHINES—

Best features retained.
Weak points eliminated.
Standardized parts of higher quality.

IMPROVED DEALER SERVICE—

Better expert service because of fewer varieties of machines.
More prompt deliveries, because dealer can safely carry full stock of standard machines.
Dealers can carry better assortment of parts because of fewer machines.
Interchangeable repair parts equivalent to larger stock.

QUICK REPAIRS ON FARM—

Interchangeability of parts between different machines permits many repairs to be made on the farm.
A few dollars invested in the principal wearing parts enables the farmer to make replacement on farm.

IN THE AGGREGATE—BETTER, STRONGER AND LONGER-LIVED MACHINES, and sold for less money, pound for pound, and quality for quality, than any other similar manufactured article.

EMPIRE-BALTIC CREAM SEPARATORS

*"The Cream Separator with the
Million Dollar Bowl"*

A size to meet every demand. Capacities from 140 to 1,000 lbs. per hour. You cannot offer your customers a closer skimming, finer or more efficient separator. They have the most highly perfected self-balancing bowl ever developed. Interchangeable discs. Simple ratchet coupling arrangement. It will pay to get the Agency for your district.

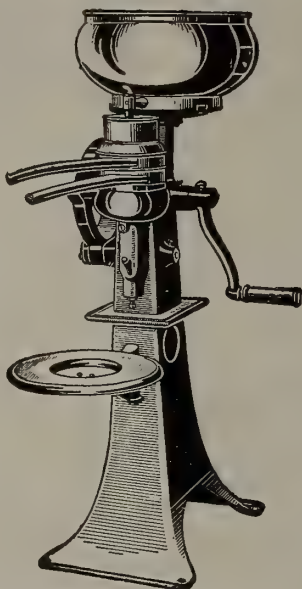
Ask for Catalog, Prices and Our
Liberal Sales Offer

Also:—Empire Milking Machines, Alamo Electric Light Plants, Toronto Self-Oiling Windmills, Pumps, Gasoline Engines, Silos, etc.

ROBINSON - ALAMO, Ltd.

(Distributors)

140 Princess St - WINNIPEG



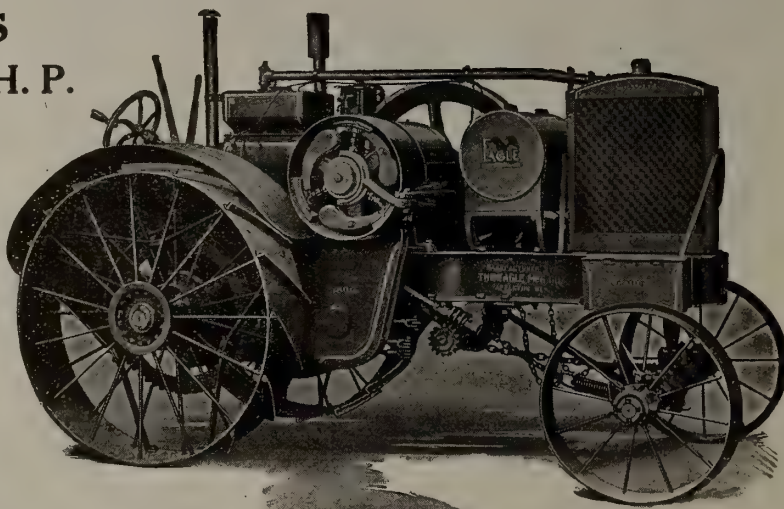
Sell Steady Service, Power and Economy

TRACTORS

12-22 H. P. 16-30 H. P.

EAGLE

Proven, dependable power for all Spring work, in the field or on the belt. Reasonable in price, economical to operate. Their value as an investment assures sales. A splendid threshing engine—note location of the large, wide-faced belt pulley. Have heavy-duty horizontal twin-cylinder valve-in-head motors. 12-22 is 7x8"; 16-30 is 8x8". Use gasoline or kerosene. Enclosed gearing; auto steering. Hyatt-Equipped throughout. Ask for our attractive sales contract on the Eagle tractor.



Heider Tractors in Four Sizes

9-16 H. P. 12-20 H. P. 12-24 H. P. 18-36 H.P.

Show and sell the Heider this season. Note the two new models, the 12-24 and 18-36 Heiders. They have guaranteed surplus power. The 18-36 has ample power to operate a 28-inch threshers. Patented transmission—no gears to strip; 15 to 20 per cent. fewer parts. Ask for 1923 prices.

Rock Island Plows

Made in 2, 3 or 4 bottom sizes. Have the famous CTX moldboard. Operate perfectly with any tractor. Also the No. 38 tractor disc, in 8 and 10 ft. sizes.

"Waterloo" Threshers

Do Better Work

Seven sizes: 20x36, 24x36, 24x42, 28x42, 33x52, 36x56, 40x62. For over 60 years they have held the lead for fast, thorough work. They are Canada's foremost threshers. Equipped with wind stacker, feeder, wagon loader and register. We also manufacture Steam Engines in 16, 18, 22 and 25 h.p. sizes. Ask for steam engine catalog.



Get Our Sales Offer

Waterloo Manufacturing Co. Ltd.

Portage la Prairie,

Winnipeg, Regina, Saskatoon.

during the war. Manufacturers of farm machines and implements, who were urged to standardize their products and simplify their lines at that time, have continued to further the movement. The Harvester Company, especially, has gone a long way in standardizing and simplifying its extensive McCormick-Deering line of farm machines and implements, and also replacement parts and materials from which the machines are made.

Company Appointed Committees

The Harvester Company years ago recognized the need for standardization and accordingly drew up complete plans for such a program. Committees were appointed to study every phase of the subject and determine how the best possible results could be obtained. These committees, composed of engineers, manufacturing experts, and men of long farm experience, went into the matter down to the smallest detail.

From Raw Material to Finished Machine

Naturally, the place to begin this program was with the raw materials themselves from which the machines are manufactured. The committees accordingly have made exhaustive tests and studies in collaboration with steel experts from some of the largest mills in the country, and have compiled a set of standard formulas and specifications for the various materials from which McCormick-Deering machines are made. Heretofore, the steel mills prepared whatever kind of material the agricultural implement men asked for. Formulas for steel to be used for identical purposes, however, often varied widely. Manufacturers did not know positively which was the best steel. Now they do know. This is assurance that in Harvester Company machines, at least, the quality of the material will be uniform and the best for the work performed. The farmer, naturally, is benefited because he gets a machine which should do more satisfactory work for a longer period of time—in other words, he gets a better machine for his money.

Standardization of Small Parts

One committee put in a large amount of time and effort in investigating bolts, nuts, rivets, cotter pins, and other small parts. These small though very essential parts have been standardized in full accordance with the work of standardization being carried out by the National Engineering Societies and the National

Screw Thread Commission, appointed by Congress for the work, and they are made alike wherever practicable, not only in the same machines, but in different machines. This makes it easy for a farmer to make repairs with a minimum delay, for if he loses a bolt on his mower or some other machine, he can probably find one just like it on his cultivator, disc harrow, or some other tool, and thus save a trip to town during the busy season.

If the farmer wishes to keep on hand an emergency supply of extra bolts, a very small selection will be sufficient for all his machines. In fact, the Harvester Company has prepared a small box of assorted bolts and nuts for this very purpose.

Harvester Company engineers have also given close consideration to the idea of making interchangeable all parts which are common to two or more machines. Of course, in some cases it is not practicable or desirable to make such parts exactly alike, but wherever it has been deemed advisable the committee has recommended its adoption.

Elimination of Types

Perhaps, the most important phase of this entire work is that part of the Harvester Company's program which concerns the elimination of types and sizes not absolutely necessary. For instance, in 1918 one standard two-horse wagon of a certain size skein could be supplied in 876 types, each different in some feature. This large variety of types was reduced to sixteen in 1922. Twenty-two sizes of plows have been eliminated. The same simplification has taken place in many other lines. The advantage of such a campaign of simplification to the farmer, of course, is quite obvious. No other movement will have so great an influence on the improvement of farm equipment service as that of simplification.

For example, the company maintains a large number of warehouses in various sections of the country. At times these warehouses were stacked to the roof with wagon parts ready for shipment; literally, there were thousands of wagons, yet an order would be received for a carload of mixed wagons and the car could not be shipped because one particular type of bolster stake or size of tire might not be on hand.

As Affecting the Dealer

The same situation holds true with a dealer's store. The dealer may have his repair bins stocked with parts of every description, yet a farmer may ask for a particular cultivator or plow part and be unable to find it among all the stock that the dealer has on hand. The fewer types and styles and sizes of machines made, the more complete the repair part stock which the dealer can carry and the less liability there is of his being asked for a part that he does not have on hand. A similar condition exists with new machines. A dealer may have plows and wagons on his floor and yet not have the particular one that some farmer wants. It can be seen from this that the Harvester Company's program of standardization and simplification is bound to react to the great advantage of farmers in the form of greatly improved service. Furthermore, the attention which the company is giving to such details has been a factor in making it possible for farm machines to be sold cheaper, pound for pound and quality for quality, than any other similar manufactured article. A third advantage is the fact that by simplifying the lines it is possible to incorporate in one machine the good points formerly possessed by several varieties of the same type. The simplified machine is superior to any of the originals, since it possesses the best features of all of them and the objections of none.

Although only the preliminary steps in the Harvester Company's extensive program have been carried out, the results already obtained are of outstanding importance. With the campaign of simplification and standardization in full blast, they indicate that the McCormick-Deering line will meet the farmers' needs

in two very important respects: First, the machines and implements will have all the essential features necessary to do the work properly for which they are designed without an excessive number of styles and sizes to complicate the entire service program; and second, they will be standardized as to material, parts and features in a manner which will measure up fully to the farmers' requirements.

Brantford Cordage Co. Increase Capacity

C. L. Messecar, president and general manager of the Brantford Cordage Co., Brantford, Ont., announces that the company have commenced an extension to their plant in that city, which will give them an increase of many tons a day in output, and consequently increase production from 10,000 tons to 14,000 tons a year.

The new building will be in the form of an addition to the No. 1 mill, and will be 50 x 200 feet,

one storey, of a construction similar to that of the present mill. In addition to the new plant, steps will also be taken to make room in the building known as the new mill, for further machines.

The increased capacity thus to be secured is forced as a result of the growing demand for Brantford twine, not only in Canada, but throughout many countries of the world.

The company commenced manufacturing in 1901 in a small way. By 1914 the total yearly output was 4,000 tons. Demand increased so that extension was imperative, and in 1915 the entire plant was duplicated, raising production to 10,000 tons.

The newest development in the manufacture has been the turning out of the "Big Ball."

By a new winding system worked out in the local plant—each machine in the plant was constructed from designs "made in Brantford" so that it is exclusive to the company—the "Big Ball" contains almost twice as much twine as was contained in one of the old style balls, and the space occupied is approximately the same, so that the twine box on the binder will hold nearly twice as much twine at a time.

President Messecar says:

"The Brantford Cordage Company manufactures different brands and lengths, varying from 500 ft. sisal to 650 ft. manila, and each put up in strong bags tied with a serviceable rope lashing, and the brand and length neatly printed on each bale.

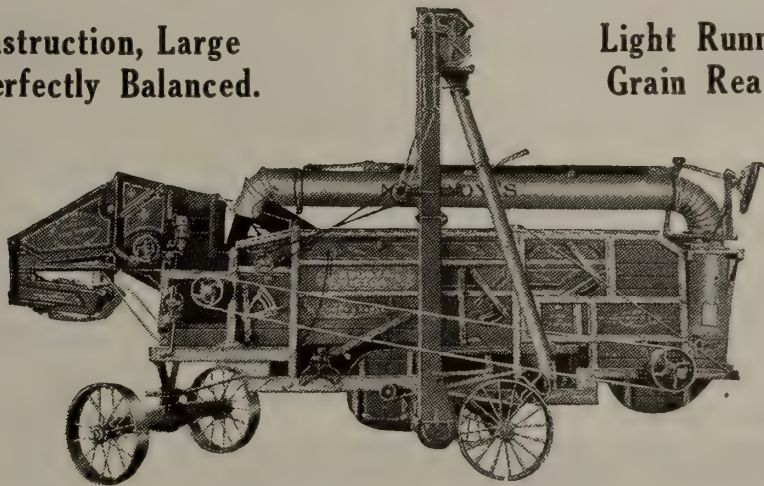
MOODY THRESHERS

Help Your Customers Make Bigger Profits
Handle the Moody "Victor" 22x36

Superior Construction, Large Capacity, Perfectly Balanced.

Light Running. Clean the Grain Ready for Market.

We also
Make
Two
Smaller
Sized
Machines



Any 20 to 30 H.P.
Tractor
will
Operate
the
"Victor"

Now is the Time to Reserve Your Territory

The Moody "Victor" 22x36 will assure you sales success this season. They do the work quickly, perfectly under all conditions, giving great capacity of from 700 to 1200 bushels. Strongly built and braced; stand the pull of the tractor and the heaviest threshing demands. Exceptionally strong balanced cylinder operates on extra wide bearings. At proper speed this thresher is practically vibrationless.

The "Victor" grain tray has an adjustable chaffer which controls flow of grain to sieves, assuring exact distribution. Construction of decks gives more space for straw, hence increased capacity and efficiency. Separation is practically all effected at the cylinder. The new Moody Self Feeder is well governed and never clogs. In every feature "Victor" threshers are designed for good work and long service. They embody practically every improvement known to separator design.

All around you are tractor owners who are live prospects for the Moody "Victor" 22x36. Every Victor sold will add to your profits and prestige. Send the names of prospects. We give every assistance to our dealers in developing sales.

Write the Nearest Branch for Details and Liberal Sales Offer.

The Matthew Moody & Sons Company

Head Office and Factory: TERREBONNE, Que.
Western Branches: SASKATOON, Sask; EDMONTON, Alta.

New McCormick-Deering Two-Plow Tractor

The new McCormick-Deering 10-20 tractor is essentially a small-farm machine, being designed to pull two plows under average soil conditions, and to drive by belt, small threshers, ensilage cutters and similar machines. Flexible, speedy, easy-running, durable, with noteworthy comforts for the driver and protection for working parts equal to the best of automobile practice, it is a machine, say the manufacturers, that will quickly win its way.

Recently announcement was made of the new McCormick-Deering 15-30 three-plow gear-drive tractor. The new 10-20 tractor is veritably the 15-30's small brother, both machines being of similar construction throughout, the only difference being in size and power rating. Performance is always an important phase of tractor operation. It is important that the tractor deliver its rated power at all times and under varying conditions.

The center of good performance in a tractor, of course, is the

three forward speeds (2, 3 and 4 miles per hour.) The high speed is for light work, the intermediate for plowing, and the low for heaviest pulls. The three-mile plowing speed is an increase of one-half to three-quarters of a mile over that of previous models, and will help much in speeding tillage and seeding as well as plowing work.

The outstanding feature of the new 10-20 tractor, as is also the case with the new 15-30, is the ball-bearing crankshaft. The use of ball bearings in place of stan-

ings are used at 28 points to reduce friction, and to assure easy and smooth operation.

Facility of operation is stressed in the design. The operator sits high above the dust, and has a roomy and comfortable steel platform. All levers are within convenient reach.

It is conservatively stated that 40 per cent. of the use to which the tractor is put is for belt work. In the 10-20 a large, wide-faced belt pulley is provided, so located that the tractor can be easily lined up to the machine. An easily adjustable drawbar can be altered for elevation by means of a simple turn-buckle. This will enable the user to use almost any kind of machine without special hitches.

The steering is automobile type, with worm and gear mechanism and a large steering wheel. Gear shifting is also of the automobile design, while a special transmission brake keeps the gears from spinning while being shifted. A powerful hand-brake with locking attachment is also provided.

The development of special machines for tractor use necessitates a means of transmitting power directly from the tractor to the machine it pulls. This is provided for in the new McCormick-Deering 10-20, making it easy to drive a binder, for example, directly from the tractor instead of through bull gears. In the case of a power-driven binder, the power coming as it does directly from the tractor engine and not from the bull-wheel, is steady and positive—there is no danger of slippage in wet or rough ground.

The McCormick-Deering 10-20 tractor is by no means an experiment, for many of the machines have been already tried out under a variety of operating conditions both in the United States and Canada, for over two years.

The Progress of Industrial Research in Canada

What Canada has accomplished in the way of scientific and industrial research is thoroughly covered in a 168-page book, just issued by the Canadian Manufacturers' Association. The book contains the addresses delivered at the National Research Conference held under the auspices of the Association at Ottawa on February 20-22 and includes statements by the representatives of governments, universities, colleges, industries and others engaged in research work. As a record and summary of the progress of scientific and industrial research in Canada, the publication will be found of considerable value.

No. 69 "RED BOTTOM"

(Design Regd. 1921)

House Tanks

Mean Profitable Sales

SELL FAST



STAY SOLD

The Strongest and Most Serviceable House Tank Known

Supplied with or without cover. Sells readily for both town and farm use. Height 34 ins.; diameter, 22 ins. Capacity 46 Imperial gallons. Takes little floor space, and appeals to every housewife. Other sizes from 28 to 457 Imperial gallons capacity.

Write Us for Prices

We also manufacture: Stock Tanks, Hog Troughs, Watering Troughs, Wagon Tanks, Gas and Oil Tanks. Our line will make money for you.

The Metallic Roofing Co.

OF CANADA, LIMITED

797 Notre Dame Ave., Winnipeg, Man.



The latest addition to the Mc-Cormick-Deering line.

engine. The McCormick-Deering 10-20 tractor is equipped with a serviceable valve-in-head four-cylinder vertical engine, which operates economically on kerosene or other low-priced fuels. The engine is built rugged and all working parts are thoroughly protected from dust and dirt. It is controlled by a throttle governor. Power is transmitted to the rear wheels through a large spur gear. The tractor operates at

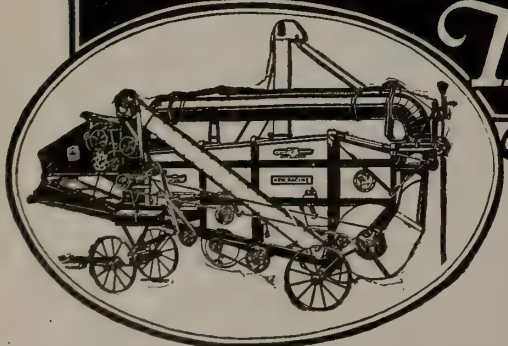
dard phosphor-bronze babbitt bearings eliminates the need of adjusting these bearings and gives longer life, for, high-grade ball bearings of the proper capacity for their work will run for years without appreciable wear and without adjustment. Ball bearings are largely made possible because the crankshaft is provided with only two main bearings.

Another important feature in the design of the 10-20 engine is the provision for easy replacement of all wearing parts. So simple is this problem of replacement that it can be easily accomplished on the farm—no need of going to a special engine or repair shop. The engine block, for example, acts only as a frame to support the wearing parts and the casting itself need never be replaced unless it is allowed to freeze up or it meets with some accident. Separate cast cylinder sleeves are used.

Other noticeable features in the McCormick-Deering two plow tractor are:

A strong one-piece cast frame which assures rigidity and perfect alignment of parts. This frame forms a dust and oil-proof housing for the entire mechanism and provides the necessary compartments so that all gears run in oil. Ball and roller bear-

NEW RACINE Thresher



DEALERS!

We want live wire dealers to sell New Racine Threshers.

The demand for small threshers this year will exceed production. More and more farmers realize they must be able to thresh grain when market prices are favorable.

The New Racine Thresher is of steel side construction, hard wood frame, will not sag or sway. The heavy channel steel axles and wide wheels make traveling over soft or rough ground easy.

Two sizes—New Racine 20 x 32 thresher is the ideal thresher to be used with any tractor of 2-plow capacity—the 24 x 40 for tractors of greater capacity; both ideal for individual and neighborhood threshing.

New Racine Threshers are worth adding to your line. Send for our proposition to dealers.

Belle City Manufacturing Co.
Racine, Wisconsin, U. S. A.

Two sizes—20"x32" for two plow tractors, capacity 40-70 bu. wheat per hour—24"x40" for larger tractors, capacity 50-90 bu. wheat per hour. Both sizes ideal for individual and neighborhood threshing. Threshes any grain.



Why You Should Sell Case Tractors

GOOD FARMERS are your best customers. The Case Tractor and the Case Sales Plan enable you to interest and sell these desirable customers.

No tractor has a better reputation for the qualities that good farmers demand:

Efficiency—The Case is well adapted to all farm work.

Dependability—It works continuously until the job is finished.

Durability—Because of quality in design, material and workmanship, Case Tractors last through years of hard service.

Economy—In practically every test in which Case Tractors have been entered, they have taken first place in economy.

Simplicity—Because of their simplicity and ease of handling, farmers find Case Tractors easy to operate.

Accessibility—All necessary adjustments and replacements are easily made.

Service—A nearby branch house with well organized service facilities enables you to maintain a high standard of service.

The Case Sales Plan helps you to present these qualities and the profit making possibilities of Case Tractors to good farmers in an effective and convincing manner. It develops these farmers to the point of buying and helps you close the sales.

Ask our salesman about the new Case Sales Plan the next time he calls.

J. I. CASE THRESHING MACHINE CO., DEPT. D44, RACINE, WIS.

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon. Saskatchewan—Regina, Saskatoon. Ontario—Toronto.



Advance Rumely Announce New Separator

Announcement has just been made by the Advance-Rumely Thresher Company, Inc., LaPorte, Ind., of a 22 x 32 steel separator in addition to its regular line of separators. This separator is especially designed to be used in conjunction with the ordinary

two plow tractor. It is designed to be extremely easy running, say the manufacturers, and is easy to handle both in the field and on the road. The design of this separator is of interest.

Ball bearings on the cylinder and blower shafts, balanced bell cranks for straw rack and grain pan and an extremely simple yet effective design are some of the

features that make it light running.

All adjustments, as well as oil holes, are on the outside of the machine within easy reach of the operator. The concaves are raised and lowered by a simple lever adjustment. The blast from the cleaning fan is regulated by two vertical doors on each side of the fan housing. The sieves can be raised and lowered by merely loosening thumb nuts and changing the position of the support-

the sides of the cleaning shoe, and both oscillate as a unit. The cleaning shoe is provided with an adjustable chaffer, adjustable sieve and dirt screen.

The height of the chaffer and sieves, both at the front and the rear, can be easily adjusted by loosening thumb nuts and hooking the supporting rods in any other of a series of hooks in the side panel. This adjustment can be made with the machine running.

If It's Worth Advertising- Let People See It

How much would you spend to bring one hundred thousand people, mostly farmers, to view a demonstration of your Farm Machinery, Implements or other Farm Equipment products?

IN ANY INDIVIDUAL WAY, TO PERFORM
THIS FEAT, IT WOULD COST
A FABULOUS SUM

FREE You get outside space free in the machinery section, and inside space for a nominal fee. **FREE**

AT MANITOBA'S BIG PROVINCIAL EXHIBITION BRANDON, MANITOBA JULY 2nd to 7th, 1923

"WHERE THE BUYERS COME TO YOU"

Seventy thousand attended last year! It has the largest and most comprehensive exhibit of TRACTORS, THRESHERS, FARM IMPLEMENTS, FARM EQUIPMENT and other MANUFACTURED LINES of any similar event in the whole Dominion.

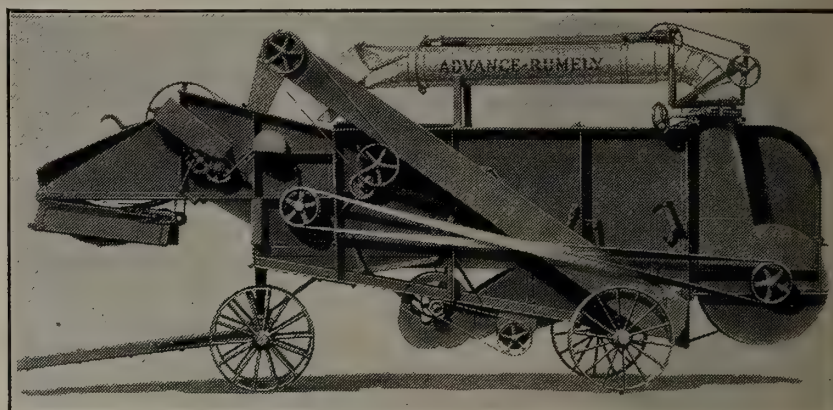
Doubled efforts, doubled attractions, earlier dates. Dominion Day and Fourth of July features and Enthusiastic Co-operation everywhere will Double this Year's Attendance.

IT'S THE BIGGEST ANNUAL ADVERTISING OPPORTUNITY OF CANADA'S BOUNTIFUL WEST

For full particulars, or Space Reservation,
Write, right away, to the Secretary.

R. M. MATHESON,
PRESIDENT

W. I. SMALE.
SECRETARY



Side view of Advance-Rumely 22 x 32 steel separator.

ing bars. Even the adjustable chaffer and sieve can be adjusted from outside. This makes it easy for the average farmer-operator to get satisfactory results. The machine is compact, short turning, has a low center of gravity and will handle easily in barns, small barn lots or other places where room is at a premium.

In many respects, the same general features that have been developed by the Advance-Rumely Company in over eighty years of experience in the threshing machinery business are incorporated in this new model.

The cylinder is built exceptionally strong and perfectly balanced. It has a diameter of 22 inches over the teeth and is built with nine double steel bars solidly fastened to three grey iron heads by iron bands shrunk in place over the bars. The cylinder and concave teeth are short and heavy, and hardened on the working face and end. The shank and back of the teeth are soft and pliable.

The main straw rack is 9ft. 7in. long and has an area of 24 sq. ft. It is composed of five open wood slat sections which oscillate back and forth 230 times per minute. This thoroughly agitates the straw. Then, in addition, lifting fingers which have long been one of the features of Advance-Rumely machines, are placed at the center of the straw rack.

One of the unusual features of the machine is the combination grain pan and cleaning shoe. The grain pan is made by extending

The frame, sides and top of the machine are built of steel. The frame is built of steel angle-iron, rigidly braced throughout. The sides and top are of galvanized steel and riveted to the frame. The axles and wheels are also of steel.

Conditions in the Iron and Steel Market

The fact that iron and steel products show a steady increase in production, and also in price, has a direct bearing upon the future cost of implement production. Manufacturers entering the market for stock will have to pay higher rates.

Recent weekly prices of 14 representative iron and steel products have just established a new high average for the present year, namely, \$46.87 on April 11, 1923. In April, 1922, the average was \$34.42 and in April, 1913, \$27.74. The present upward trend in the prices of these metals has been virtually uninterrupted since December 13, 1922, when the figure was \$40.23.

In this connection is reported that the gross earnings of the U.S. Steel Corporation in 1922 were \$1,092,697,000, an increase of \$410,000,000 over 1921; that the total undivided surplus last December 31, exclusive of profits of subsidiary companies from sales of possessions to other subsidiaries, will be \$449,000,000, and that at the close of 1922 it had 214,931 employees who earned an aggregate of \$322,678,130 during the year—an average of \$1,501 each.

Canadian Avery Co. Distribute**Hart New Model Self Feeders**

H. A. Coffman, secretary and sales manager of the Hart Grain Weigher Co., Peoria, Ill., recently visited Winnipeg and Regina, and completed arrangements whereby the complete line of Hart New Model Self Feeders, as manufactured by his company, will be distributed exclusively in the Canadian West through the Winnipeg headquarters and branches of the Canadian Avery Co., Ltd. L. J. Haug, manager of the Winnipeg branch of the company, advises us that the Avery organization will carry stocks and repairs of the New Model Hart Feeders at Winnipeg, Regina and Edmonton, and also repair stocks at Calgary. Dealers will be assured prompt delivery of this new feeder.

The Hart Grain Weigher Co. have been manufacturing grain weighers for the past 40 years. Their latest production, the Hart new model feeder has created remarkable interest. It embodies, say the manufacturers, the very latest idea in feeder construction, and is in no way in an experimental stage for it has been on the market for the past three years and has made good wherever used. To show its easy running qualities, it might be pointed out that farmers have been using 1½ inch rubber belts to operate this feeder, which after weeks of work showed no wear. It has been heretofore considered essential to have a 5 or 6 inch belt to operate a feeder.

This new self feeder carries a guarantee to feed the separator to full capacity, to feed it evenly, and without slugging or overloading. Its remarkable efficiency is due to the new variable speed control—an innovation in feeder construction. In the event of overloading this control slows down the raddle and lower pans just enough to prevent overloading the cylinder. The raddle never stops, and the cylinder never runs empty. In the past feeders have been in two general classes—those with crank band knives and those with rotary band knives. In the Hart New Model the band knives are attached to crescent shaped knife arms to which the upper pans are also attached, both of which are operated by one shaft. The pans balance the knife arms—eliminating jerky and uneven motion and undue wear.

The bands are cut by circular, serrated edge knives which have a swinging stroke. The short wide throat in the feeder permits a longer pitching surface.

This feeder is very simple in design. The back-gear drive, with a 2 to 1 reduction, makes a lighter, smoother running machine. Of all steel construction the feeder is very strong, but gives 200 to 300 pounds less weight. An adjustable throat permits setting the feeder to suit the capacity of the separator. The speed governor is of the friction type, and no shafts come in contact with the straw so that wrapping or winding is impossible. The Hart New Model self feeder is furnished with a 9 or 14 ft. folding carrier, which takes up less room in front and gives and gives more clearance over separator tongue. Finely finished in every way, the feeder is framed with heavy angle iron. Lock washers are provided on all bolts.

The Canadian Avery Co. are now allocating territory to deal-

ers throughout the West, and will furnish complete details regarding this new feeder upon request.

Thresher Company Re-enter Canadian West

The Belle City Mfg Co. of Racine, Wis., has again entered the Canadian Field with their New Racine Thresher. Their output was sold in Canada by the International Harvester Co. for a number of years, or until that firm began manufacturing threshers at their Hamilton plant.

The New Racine Thresher is made in two sizes. 20 x 32 and 24 x 40, both steel side machines, which are the result of thirty years of experience in the development of the individual and neighborhood thresher. They are making a special appeal to owners

and purchasers of small tractors of two plow capacity, as this size is particularly well adapted to driving the 20 x 32 size, which has proven so satisfactory for all around individual and neighborhood use and report a good demand for their product.

Out of over two hundred replies to questionnaires sent out last season to owners of this size of New Racine, it was learned that 27% were operated by Fordson tractors—that 24% travelled ten miles and more from home in doing their season's work—that they were used for an unusually long period. Seventy per cent of the owners say that they were so tired of waiting five or six weeks each year for the threshing crew and standing the losses that delay, hurry and careless threshing caused them, that they bought the thresher simply for

For Every Need at Haying Time



Sell Massey-Harris Hay Tools Now

HAYING time often comes on before it is expected or before the farmers have equipped to handle their crops efficiently. Many are inclined to put off preparations for making hay until the last minute. To assure that your customers will be in a position to take advantage of all the favorable weather at haying time and to have them ready to start off with the season should it develop early, concern yourself with selling them now their needs in Hay Tools. The Massey-Harris line is complete. You can handle all sales opportunities.

The new Massey-Harris No. 21 Mower has many features which make it especially attractive to the man who wants a light draft, keen cutting mower with a lift that puts light or heavy pressure on the bar or allows it to float along as is required to meet individual needs.

Then, in rakes, tedders, side rakes and tedders, and hay loaders you have a size and style for every requirement, and for hauling, the Bain Hay and Stock Rack gives good satisfaction.

Massey-Harris Hay Tools, like the other implements in the Massey-Harris line, have built up a reputation for dependability and service that makes sales easy.

This year can be your best for Hay Tool sales.

MASSEY-HARRIS Co., Limited

Established 1847 — Seventy-Six Years ago.

Winnipeg, Brandon, Regina, Swift Current, Saskatoon, Yorkton, Calgary, Edmonton, Toronto, Montreal, and Moncton.

their own use. But in practically every case they found that they could do from six to twenty outside threshing jobs.

The Belle City Mfg. Co. is preparing to extend every facility possible for the distribution of its machines in the Dominion and maintaining prompt and adequate service for Canadian owners.

Cars May Cost More

The rising cost of materials and labor in the production of automobiles would indicate that sooner or later cars will advance in price. All factories are now using material purchased last



BREEN MOTOR CO. LTD.
WINNIPEG, MANITOBA

A High Grade Storage Battery at a Low Price

BREEN MOTOR CO. LTD.
WINNIPEG, MANITOBA

SELL THE BEST TO YOUR CUSTOMERS

What is best for your customers is best for you to sell, Mr. Dealer. The Grain Saving Wind Stacker is best for your customers because it saves at least five million bushels of grain each year that would otherwise be wasted. This amazing total is conservatively stated, since approximately 500,000,000 bushels are threshed annually by separators equipped with The Grain Saving Wind Stacker—and the proved saving is 1% to 3% when this stacker is used.

You will render an appreciated service to your customers, if you insist upon having The Grain Saving Wind Stacker on the threshing machines you sell. Manufacturers supply this stacker. Thousands are in use. Demand The Grain Saving Wind Stacker, and accept no other.

INDIANA MANUFACTURING CO.
INDIANAPOLIS, U. S. A.

**THE GRAIN-SAVING
Wind Stacker**

Motor Vehicles Licensed in Western Canada, 1922

Provinces of Manitoba, Saskatchewan and Alberta

Following is a complete list of the Automobiles and Motor Trucks registered in the Prairie Provinces at the end of 1922. The number will give dealers some idea of the market that exists for the Sale of Auto Accessories, Equipment, Gasoline, Lubricants, etc.

CAR	Man.	Sask.	Alta.	Total	CAR	Man.	Sask.	Alta.	Total
Abbott.....	4	..	5	9	Gramm.....	4	1	2	7
Acme.....	1	1	Grant.....	8	81	65	154
Alco.....	3	3	Gray-Campbell.....	1	1
Allan.....	1	7	21	29	Gray-Dort.....	1,341	2,707	1,041	5,089
Alpena.....	2	..	1	3	Halliday.....	4	1	..	5
American.....	7	1	5	13	Havers.....	2	2
American la France.....	2	2	Haynes.....	3	3	2	8
Anderson.....	..	1	1	2	Homemade.....	2	..	2	4
Apperson.....	4	3	6	13	Hudson.....	191	142	102	435
Argo.....	..	1	2	3	Hupmobile.....	234	197	205	636
Argyle.....	1	1	Humberette.....	1	1
Atlas.....	5	1	2	8	Hudford Fr.....	1	1
Auburn.....	10	1	..	11	Holmes.....	2	2
Avery.....	..	1	..	1	Imperial.....	3	12	..	15
Baker.....	5	5	Indiana.....	1	1	2	4
Barford.....	2	2	International.....	40	33	20	93
Barrie.....	1	1	Interstate.....	..	2	1	3
Beaver.....	7	7	I.H.C.....	1	44	25	70
Bethlehem.....	4	4	Jackson.....	4	9	6	19
Brantford.....	2	3	1	6	Jas.....	1	1
Briscoe.....	307	366	254	927	Jeffrey.....	4	2	4	10
Brockville.....	3	..	1	4	Jordan.....	9	..	1	10
Brush.....	1	2	1	4	Jewett.....	2	2
Buick.....	52	52	Keeton.....	9	..	4	13
Cadillac.....	175	108	118	401	Kelly.....	2	1	..	3
Cameron.....	1	..	1	2	King.....	6	5	4	15
Can. Stan.....	..	1	..	1	Kissell.....	20	6	16	42
Carter Car.....	4	3	1	8	Krit.....	1	2	..	3
Case.....	50	62	26	138	Lambert.....	1	1	..	2
Chalmers.....	271	213	146	630	Lafrance.....	5	5
Chandler.....	33	4	11	48	Lansden.....	1	1
Chevrolet.....	5,433	9,169	5,885	20,487	Lexington.....	1	..	2	3
Cleveland.....	12	4	5	21	Liberty.....	6	6
Colby.....	2	2	Lincoln.....	2	2
Cole.....	47	19	17	83	Locomobile.....	2	..	1	3
Columbia.....	8	1	15	24	Lodge.....	2	2
Commonwealth.....	..	1	..	1	Lozier Six.....	3	3
Commerce.....	..	6	1	7	Lozier.....	8	2	..	10
Commercial.....	20	15	2	37	Mack.....	2	2
Continental.....	1	..	2	4	Marathon.....	..	1	..	1
Courier Clomont.....	1	1	Marmon.....	3	..	1	4
Coventry.....	1	1	Martin.....	2	2
Corliss Truck.....	..	1	..	1	Master.....	1	..	1	2
Crossley.....	1	..	1	2	Maxwell.....	1,229	1,751	685	3,665
Crow Elkhart.....	3	9	1	13	Mercer.....	1	1
Cutting.....	1	1	..	2	Meteor.....	3	3
Cycle Car.....	2	2	Metz.....	2	2	18	22
G.M.R.....	..	1	..	1	Michigan.....	1	1
Crow.....	..	3	..	3	Midland.....	1	1
Daimler.....	3	3	Millburn.....	1	1
Dayton.....	3	3	Mitchell.....	47	35	50	132
Dixie Flyer.....	..	1	..	1	Mobilite.....	1	1
D.G.M.....	..	105	..	105	Moon.....	36	1	2	39
D.G.L.....	..	169	..	169	Moore.....	1	1
Dearborn.....	1	1	Monarch.....	..	1	..	1
Denby.....	1	1	Mosseor.....	1	1
Detroit.....	26	..	1	27	Moline.....	..	2	..	2
Detroitier.....	6	6	McLaughlin.....	3,670	5,966	3,794	13,430
Dodge.....	1,125	1,112	1,726	3,963	McFarlane.....	1	1	2	4
Doig.....	..	2	..	2	Napier.....	1	..	4	5
Duplex.....	..	2	..	2	Nash.....	188	69	147	404
Dominion.....	1	1	National.....	52	6	17	75
Durant.....	4	3	..	7	New Era.....	1	1
Elcar.....	6	1	1	8	Nelson.....	1	1
Electric.....	..	5	..	5	Norwalk.....	1	1
Elgin.....	21	31	26	78	Nyberge.....	1	1
E.M.F.....	46	24	10	80	Oakland.....	40	30	29	99
Empire.....	2	3	1	6	Ohio.....	4	4
Enger.....	2	1	..	3	Oldsmobile.....	308	128	173	609
Essex.....	59	19	76	154	Overland.....	2,753	3,107	2,055	7,915
Everitt.....	5	9	6	20	Owens Magnetic.....	1	1
Federal.....	3	..	3	6	Pope.....	1	1
Firestone.....	2	2	Packard.....	102	13	16	131
Fisher.....	14	2	1	17	Pan Car.....	..	1	..	1
Flanders.....	27	12	13	52	Paige.....	63	23	25	111
Ford.....	20,467	32,675	21,536	74,678	Pathfinder.....	1	..	2	3
Franklin.....	31	51	47	129	Patterson.....	11	3	..	14
Frat Emer.....	1	1	Peerless.....	12	..	1	13
Fulton.....	14	..	1	15	Pierce Arrow.....	3	1	3	7
Four Wheel D.....	1	1	Pilot.....	3	3
Gardner.....	2	2	Premier.....	1	..	3	4
Galt.....	..	2	..	2	Pullman.....	1	2	1	4
Garford.....	1	1	Preston.....	1	1
General.....	6	..	6	12					
Glyde.....	1	1					
G.M.C.....	51	2	2	55					

CAR	Man.	Sask.	Alta.	Total	CAR	Man.	Sask.	Alta.	Total
Phipps.....	1	1	Stewart.....	29	8	3	40
Rambler.....	9	11	3	23	Stoddard D.....	3	1	4	8
Rauch Lang.....	27	..	1	28	Studebaker.....	1,035	613	588	2,236
R. C. H.....	7	2	..	9	Stutz.....	5	1	1	7
Redcliffe.....	2	2	Sunbeam.....	3	1	4	8
Regal.....	8	10	18	36	Sawyers.....	1	1
Reo.....	445	145	111	701	Texan Pawl.....	1	1
Republic.....	75	12	7	94	Triumph.....	1	1
Rolls Royce.....	1	..	1	2	Thomas.....	1	..	1	2
Remier.....	..	1	..	1	Tudhope.....	10	3	11	24
Rochet Schneider.....	4	4	Traffic Truck.....	..	12	16	28
Roamer.....	1	1	Vauxhall.....	2	2
Royal.....	1	1	Velie.....	6	8	7	21
Rowley Semi-Tour.....	..	1	..	1	Veteran.....	1	1
Ruggles.....	6	5	..	11	V. of C.....	1	1
Russell.....	70	36	23	129	Vickers.....	1	1
Sadow.....	..	1	..	1	Vulcan.....	1	1	..	2
Saurer.....	3	3	W. F. Truck.....	1	1
Sampson.....	1	..	2	3	Ward.....	4	4
Salvage.....	1	1	Warren.....	18	1	2	21
Saxon.....	98	548	89	735	Waverley.....	2	2
Scripps-Booth.....	8	11	3	22	Webb.....	1	..	8	9
Seagrave.....	7	7	White.....	113	19	56	188
Seneca.....	1	1	2	4	Wilcox.....	4	1	3	8
Service.....	12	12	Winton.....	11	..	1	12
Sheffield.....	1	1	Willys-Knight.....	72	263	53	388
Smith Ford Tr.....	6	6	Wolseley.....	8	8
Spacke.....	8	8	Woods.....	2	2
Speedwell.....	1	1	Wood-Mobelite.....	1	1
Singer.....	1	1	Yale.....	1	1
Standard.....	1	1	Total.....	40,982	60,352	39,650	140,984
Stanley.....	..	1	1	2	Unclassified.....	71	71
Star.....	2	2	Grand Total.....	40,982	60,352	39,721	141,055
Stearns.....	1	1					
Stephens.....	3	2	..	5					
Sterling.....	37	1	..	38					
Stevens Duryea.....	3	3					

year. When present stocks are exhausted and the manufacturer must buy fresh materials, it will be hard to maintain present prices.

During the last six months there has been a general advance in the price of all materials used in manufacturing automobiles. All materials have advanced from forty to fifty per cent. in price.

Industry Takes its Share of Losses

It is but rarely that the newspapers in Western towns use their editorial space to inform farmers regarding the true position of the farm equipment industry today. Farmers naturally ask what contribution the manufacturers of machines are making in taking their share of the losses in agriculture. If they take a share why is the trend of machine prices upward? It is gratifying to note that the Yorkton "Enterprise" gives its readers the facts of the case. Every dealer who read the financial reports of large manufacturers, which appeared in the April issue of "Canadian Farm Implements" should realize that quite a number of implement factories will, by the end of 1923, have lost every dollar they made in the war period.

As the Yorkton Enterprise points out, there are three principal reasons: 1 Price deflation; 2 Sales below normal; 3 Bad debts. This newspaper adds.

"North America may take 100,000 binders at the outside for 1923,

but the automobile programme is 3,000,000. There is a tremendous building programme in the cities of the United States—using en-

ormous amounts of steel, besides heavy programmes on the railroads. What chance has the binder man to get the price of raw

material down? Listen, basic iron sold in Jan. 1922, at \$18.25, Jan. 1923, \$25.00 and the price at March 1st was \$31.00.

"A blind man can see why prices of machines are firm and inclined upward; rather than downward. Then of course there is the sales tax which is included in the price, and very high freight rates.

"It seems fair to say further, that the farm machine industry is making a definite contribution to the programme of "carrying on," because like the farmer, instead of dividends, the industry is shouldering a very heavy interest charge, and is really applying capital to liquidate liabilities.

"There is also a determined effort to work on the closest possible margin—so that the farmers' needs can be met out of the very narrow margin he has himself."

Dealers would help remedy erroneous notions on the part of the farmer if they would get local editors to use at least a little space to explain conditions in the farm equipment industry.

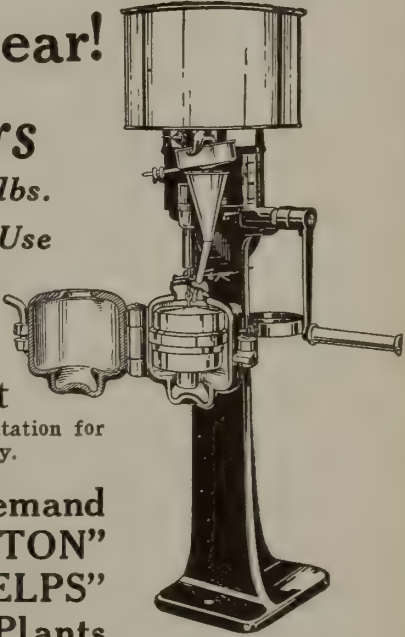
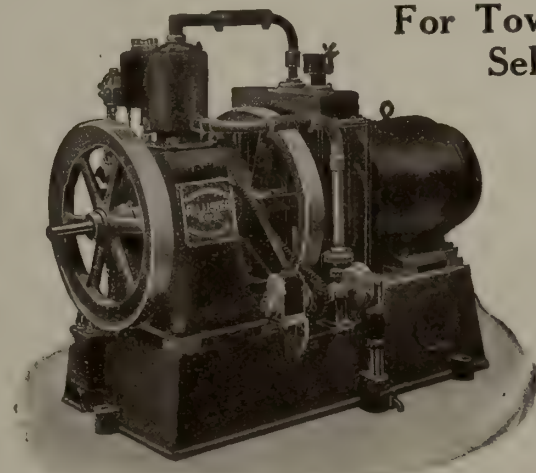
Confidence is half the battle; the other half is action.

Profits—Every Month in the Year!
Melotte Cream Separators
12 Sizes: Capacities 280 to 1,300 lbs.
World Famous — Over a Million now in Use

Sell the original and genuine Melotte—King of cream separators after nearly 40 years on the market. Over 100,000 Melottes are in use in Canada alone. Their self-balancing, frictionless bowl skims closer than any other. It pays the farmer to own the Melotte. Easily cleaned—easily driven.

New, attractive prices—Exceptional Contract

With the Melotte agency you meet any competition, and their unbeaten reputation for good work and long service assures good sales. Don't delay—reserve your territory.



For Town or Country Demand
Sell "LISTER-BRUSTON"
and "LISTER-PHELPS"
Light and Power Plants
From 40 to 1,000 Light Capacity
Automatic, Semi-Automatic and Non-Automatic

LISTER-BRUSTON plants are direct-coupled and radiator-cooled. A range of sizes to suit every requirement for farm, store, hall, church or school lighting. Powered by the famous Lister engine; high tension ignition; automatic lubrication; shunt-wound dynamo. Let us know about your prospects; we will help you close sales.

LISTER-PHELPS plants are made in two sizes, 1000 and 1500 watts capacity. Guaranteed to supply 50 or 75 lights without battery. No switchboard. A lever starts or stops motor, cutting out battery and delivering 3½ h.p. to power pulley. Use gasoline, kerosene or distillate.

The Complete Lister Line Includes:

Our line includes: "Lister," "Canuck" and "Magnet" engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte," "Lister-Premier" and "Magnet" Cream Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, Etc.

R. A. LISTER & CO. (Canada) LTD.
Winnipeg, Man. Regina, Sask. Edmonton, Alta

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, WINNIPEG.

T. & Co., Sask.—The nearest point from which you can get parts for a 'Baker' windmill is the North-Western Wind Engine & Pump Co., 100 Third Ave., North, Minneapolis, Minn.

W. & T. Alta.—We have turned your order for engine parts over to the Canadian Stover Engine Co., Brandon, who distribute this line in the West.

P. L. McN., Sask.—You can get a centre beam for a three-bottom J. I. Case engine gang from either the Sawyer-Massey Co., Winnipeg, or the Happy Farmer Tractor Co., 82 McPhillips St., Winnipeg.

G. S. B., Sask.—Asks for manufacturer of a plow with marking 12H. S. on the share. Can any reader identify this plow? Send us the numbers on some of the other parts, and we may be able to locate the mark.

F. R. M., Sask.—Requires parts for a steel harrow, on which the only castings are marked A2H. We have no record of a harrow with this marking. Can any reader identify it?

E. G. S., Sask.—For boxings for a packer, with mark PP45, try the Hilborn Co., Ayr, Ont. If the boxing is a round one, you may be able to get one from the John Watson Mfg. Co., Winnipeg.

F. N. D., Man.—There are two makes of Kemp manure spreaders—the Kemp 20th Century, for which parts can be had from the International Harvester Co., and the Kemp "Climax." Parts for the latter can only be had from the Climax Mfg. Co., Batavia, N. Y.

S. & S., Man.—To get mirrors repolished forward them to the Winnipeg Paint & Glass Co., 179 Notre Dame East, Winnipeg.

W. E. V., Man.—Washer No. 3255 is for a disc harrow made by the J. I. Case Plow Works Co. Spool No. 3263, for spacing discs, value \$1.50, is for the same harrow. Write the repair department of the company at Racine, Wis. Repairs for a 3-furrow Chattanooga disc plow can be had from any branch of the International Harvester Co. Your enquiry regarding engine valves is impossible to answer. We would require engine marks. Scores of engines have approximately the same valve design and dimensions.

M. J. R., Sask.—You can get a share for a Hapgood plow from D. Ackland & Sons Ltd., Winnipeg.

G. & D., Sask.—Part 349 is the draw top box of a disc harrow made by the Rock Island Plow Co., Rock Island, Ill. Its cost is 90c. Write the factory direct; no parts are carried in Canada for this harrow.

W. Machine Co., Sask.—Part D230 is the top half of a bearing box and D 230 bottom half of same bearing in a harrow made by the Ohio Rake Co., Dayton, Ohio. Write factory direct for parts.

T. V. R., Alta.—You should be able to get repairs for a "Climax" wagon from the nearest branch of the International Harvester Co. If not in stock, they can get them for you.

E. P., Man.—Repairs for a "Gopher" No. 3 grinder can only be had from the New Winona Manfg. Co., Winona, Minn. No parts are carried nearer than factory.

J. W., Man.—The "American" wheeled disc harrow is now obsolete. For repairs write the Racine-Sattley Co., Springfield, Ill.

C. McK., Alta.—Drill feed parts 738 and 735 are for a drill made by the Peoria Drill & Seeder Co., Peoria, Ill. The only repair source is the factory. Part BB735 is pole iron for a Van Brunt seed drill. You can get it from the nearest branch of the John Deere Plow Co.

O. W., Sask.—Part A21 is for a double-disc Van Brunt drill. You can get part from the nearest branch of the John Deere Plow Co.

J. V. F., Sask.—A skein for a 3½" Mandt wagon can be had from the John Watson Manfg. Co., Winnipeg, also boxing. They carry all Moline repairs.

J. J. S., Alta.—Repairs for Stover machinery can be had from the Canadian Stover Co., Brandon, Man. The grinder parts can be had from them. No repairs for the farm engine mentioned are carried in Canada. Write the Associated Manufacturers Co., Waterloo, Iowa.

B. & M., Sask.—Part 53½ is a cup for grain spout on a Sylvester grain drill. You can get replacement from the Tudhope-Anderson Co., Henry Ave., Winnipeg.

R. C. B., Man.—The Gale plow is now obsolete. Shares can be had from D. Ackland & Son Ltd., Winnipeg. Some parts are stocked by the Moore Plow & Implement Co., Greenville, Mass.

J. M. G., Sask.—Parts for a "Stickney" gasoline engine can be obtained from the Ontario Wind Engine & Pump Co., Regina, Sask.

J. McW., Sask.—Wants repairs for gang plow, with beams marked GK2 and GL2; Moldboard No. 7; solid frog and landside GD22. Is any subscriber acquainted with this plow?

H. Bros., Sask.—The grinder with parts R52, R17, R12, etc., is a type sold by the Tudhope-Anderson Co., Winnipeg. They can supply plates.

J. T. H., Alta.—Part H566 is a pivot for a disc harrow truck made by the Emerson-Brantingham Implement Co., Rockford, Ill. You can get part from the Regina branch of the company.

W. P. & Son., Alta.—Disc harrow with bearings No. 349 is a type made by the Sterling Manfg. Co., Sterling, Ill. Part can only be had from the factory.

W. O. M., Man.—The "Vacuum" washer is sold by the J. H. Ashdown Hardware Co., Winnipeg, who can supply parts.

A. C. K., Man.—Repairs for the "Happy Farmer" tractor can be obtained from the Happy Farmer Tractor Co., 82 McPhillips St., Winnipeg.

G. G., Man.—A limited number of repairs for the Perrin plow are carried by the Tudhope-Anderson Co., Winnipeg.

M. & S., Sask.—Parts for the New Williams sewing machine can be had from the Dominion Sewing Machine Co., Winnipeg.

W. D. C., Sask.—The Barrie buggy was formerly made by the Barrie Carriage Co., Barrie, Ont. They are now out of business and there are no repairs available.

R. B., Alta.—Part H348 is a bottom spool box, and H349 a drawbar top box for a disc harrow made by the Rock Island Plow Co., Rock Island, Ill. Write the Minneapolis branch of the company. Part KK198 is the top bearing box for a Deere & Mansur disc harrow. It can be had from the nearest branch of the John Deere Plow Co.

W. D., Alta.—There is a harrow manufactured by the Ohio Rake Co., Dayton, Ohio, with journal parts 766 and 767. Write them for particulars.

M. S., Sask.—Parts for a 6 h. p. "Meco" engine can be had from the John Stevens Co., Henry Ave., Winnipeg.

J. D., Man.—There are two fanning mills called the "Webber." One was made by the Hirsch Bros., Milwaukee, Wis., and one by the Currie Manfg. Co., Brandon. The mill for which parts are wanted is likely the latter.

H. R., Man.—Parts for an "Appleton" grinder can only be had from the Appleton Manfg. Co., Batavia, Ill. Repairs for the "Rego" cream separator are stocked by Hebbert, Spencer, Bartlett & Co., Chicago.

S. & S., Sask.—Repairs for a Bell ensilage cutter, as made by B. Bell & Son, St. George, Ont., can be had from Anderson-Roe Co., Winnipeg.

J. P. L., Man.—Part RC4 is for a Litchfield washing machine, which was sold at one time by the Burrage-Cooper Co., Winnipeg. No parts are now available.

T. H. E., Alta.—The old disc harrow mentioned was formerly made by the Bucher & Gibbs Plow Co., Canton, Ohio. They can supply parts.

M. L. C., Sask.—Plow blades and scrapers for a Maw Hancock disc plow can be had from the Canadian Stover Co., Brandon, Man.

S. H. S., Sask.—Boxings 2515L and 2516R are for a Carnegie out-throw disc made by the P. & O. Plow Co. You can get parts from the nearest branch of the International Harvester Co.

C. J. & Sons, Man.—Part D61 is for an Aspinwall potato planter. You can get it from the Leadley Implement Co., James and Princess St., Winnipeg.

F. & C., Sask.—Repairs for the "Canadian" truck wagon are carried by the International Harvester Co. Write their nearest branch.

H. Bros., B. C.—The "Buford" riding gang plow was made by the Rock Island Plow Co., Rock Island, Ill. Write them direct for parts. The disc harrow with bearing parts P835 and P 834 is one of the International line. Write the International Harvester Co. of Canada, Calgary, for repairs.

E. J. F., Sask.—We regret that we cannot identify the makers of the disc harrow with boxing marked "A." Can you give the numbers on any of the other parts?

G. B., Sask.—Plow share 414 is a 14-inch quick detachable share for a "Vulcan" plow. Write the Vulcan Plow Co., Evansville, Ind.

W. R. L., Sask.—If the "Enicar" plow you mention is a 3-furrow tractor gang you can get parts from the Canadian Fairbanks-Morse Co., Winnipeg. If any other size, write the J. I. Case Plow Co., Racine, Wis.

R. & N., Sask.—The only repair source for Wilkinson plows is the Bateman-Wilkinson Co., Toronto.

G. D., Alta.—The inthrow disc, 16 x 16, is a Bissell, with letter N, on parts. You can get parts from the Calgary branch of the John Deere Plow Co.

M. R., Sask.—The disc harrow with boxing H30 is a type made by the Racine-Sattley Co., Springfield, Ill. No parts are carried in Canada.

G. L., Sask.—Part RA102 is the left hand ratchet in wheel of a rake made by the Moline Plow Co. You can get it from the John Watson Manfg. Co., Winnipeg.

F. Bros., Sask.—The Twin City Separator Co., Winnipeg, can supply you a complete wheat gang for a No. 24 "Crop-Maker" fanning mill.

C. E. C., Sask.—Robinson-Alamo Ltd. Winnipeg, can supply you with cream separator bowl marked 302319. This is a bowl for a No. 33 "Empire" cream separator.

H. K., Alta.—Repairs for the "Owens" grain picker can be had from the Cushman Farm Equipment Co., 288 Princess St. Winnipeg.

F. M. M., Man.—The New Model No. 2 grinder is made by the New Winona Manfg. Co., Winona, Minn. Write them for parts. Plow with letter "S" and moldboard C10, is a Moline. Get parts from John Watson Manfg. Co., Winnipeg. Winona Wagon parts—write New Winona Manfg. Co., at address above. For Stoughton wagon repairs address Stoughton Wagon Co., Stoughton, Wis. The parts mentioned are for an "Iowa" No. 25 cream separator. Write Associated Manufacturers Co. Waterloo, Iowa. Thanks for remarks.

Heavy Tonnage of 1922 Wheat to Market

At the end of March 14 per cent. of the total wheat crop of

1922 remained in farmers hands. This tonnage amounted to 14,600,000 bushels in the hands of Saskatchewan farmers, 3,736,000 bushels in Manitoba, and 3,520,000 bushels in Alberta. In the three provinces the farmers, at March 31st had still 7,932,000 bushels of oats to sell, and 2,291,000 bushels of barley.

Of the total estimated wheat crop of 1922—viz. 399,786,400 bushels, 98 per cent. is reported as having proved of merchantable quality, or nearly 390 million bushels. The proportion of 98 per cent. is higher than in any previous year. The crop in hand, to be sold, should have a considerable effect upon local business throughout the West.

Catalog on Gray Tractors

We recently received a copy of their new 40 page catalog from the Gray Tractor Co., Minneapolis, whose Canadian branch is located at 298 Ross Ave., Winnipeg. This catalog which is accompanied by a booklet giving facts and figures submitted by Gray owners, very completely describes and illustrates the Gray wide drive drum tractor.

The demand for a larger, more powerful Gray model, is met with the Gray "Canadian Special," which develops 40 h. p. at the belt pulley and 22 h. p. at the drawbar. Its motor is 5 x 6¼", and the piston displacement 491 cubic inches.

By the adoption of the wide drum method of securing traction, the company were able to manufacture a tractor at once light and extremely efficient for work on soft ground, such as in doing spring work, in preparing seed beds and seeding.

I.H.C. Superintendent Addressed Farmers

J. C. Haney, superintendent of the International Harvester demonstration farms at Grand Forks, N.D., recently addressed the farmers in the Moosomin district. He dealt with diversified farming, and emphasized the importance of crop rotation, dairying, poultry raising, livestock and the ownership of a good garden. It had been found that rotations must suit location and conditions, but to divide the crop in three—wheat, corn and grass—had given good results.

The speaker dealt at considerable length on the importance of alfalfa and sweet clover as a hay crop, and the proper method of cultivation and cutting. He claimed that sunflowers and Russian thistles made good feed.

These Plain Primrose Facts Will Be a Lot Plainer as Time Goes On!

1. Among our dealers are hundreds who, after selling some other make of separator for years, have deserted it and are now buying the Primrose in lots of five, ten, and twenty-five. Each day adds to our Primrose list new names of such dealers long experienced in separator selling.

2. Why? Because these dealers have seen the Primrose eclipse all others in their territories. For the good of their bank accounts they switched over.

3. Why has there been this demand for Primrose separators? Because the snappy appearance, quality, workmanship, proved design, and unrivaled separator efficiency make Primrose popular in every community.

4. Back of and inseparably interwoven with Primrose popularity lies the immense good-will built up by the Harvester Company for McCormick-Deering machines through many years of faithful service in the interests of farmers and dealers. Our untiring efforts in the interest of better farming have made many friends who are also friends of the Primrose dealer.



IN these four facts lies the secret of Primrose success. Wherever the Primrose replaces some other machine on the dealer's floor, it is because of Primrose quality and salability. The Primrose dealers of one branch house territory placed orders for close to a thousand Primroses for shipment in a single day. *Nothing on earth but Primrose popularity and dealer enthusiasm can move separators in such volume.*

This same enthusiasm has led Primrose dealers to grasp our Red Baby Sales and Service Speed Truck offer.

Only with this equipment can they reach all the prospects in their territories who are ripe for Primrose sales. More than one dealer will pay for his Red Baby from the profits of his Primrose sales during 1923.

The exclusive right to sell Primrose cream separators belongs to the McCormick-Deering dealers. From the standpoint of success and profit it is a gilt-edged privilege. If you have the privilege and have neglected it to date, *introduce the Primrose into your community and see what happens.*

INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

HAMILTON CANADA



5 GRADES FOR LUBRICATION OF AUTOMOBILES, TRUCKS AND TRACTORS

You Can Simplify Your Oil Business

By Selling the Complete Imperial Polarine Line

IMPERIAL Polarine Motor Oils are made in five grades to meet the lubricating requirements of every make and model of automobile, motor truck, tractor and stationary engine.

To the Implement dealer, especially, the complete Imperial Polarine line offers the following distinct advantages:

1. It gives him the chance to push a single well known brand of lubricating oils, instead of scattering his sales efforts over a group of less recognized brands.
2. It affords him the opportunity to reduce the number of his lines and still continue to offer a complete lubricating service.
3. He is able to restock quickly and easily from Imperial Oil Limited distributing stations which are always located nearby.
4. The Imperial Chart of Recommendations constitutes a definite selling guide by which he is able to specify the correct grade of Imperial Polarine for each individual automotive unit. Such a mistake-proof service builds good will among customers.

Right now a large percentage of the engine owners in your district are users of Imperial Polarine Motor Oils. During the coming year this number will be increased. You have a right to a big slice of this business.

Simplify the oil end of your business—at a profit. Sell the complete Imperial Polarine line.

IMPERIAL OIL LIMITED

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 6

WINNIPEG, CANADA, JUNE, 1923

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)

The New EMPIRE-BALTIC CREAM SEPARATOR

"The Cream Separator with the MILLION DOLLAR BOWL"

A size to meet every demand. Capacities from 140 to 1,000 lbs. per hour.

The most highly perfected self-balancing bowl ever developed. Interchangeable discs. No more efficient cream separator ever manufactured.



BEST TRADE PROPOSITION EVER OFFERED
Ask for Catalog, Prices and Our Liberal Sales Offer

Also—Empire Milking Machines, Alamo Electric Lighting Plants, Toronto Self-Oiling Windmills, Pumps, Gasoline Engines, Silos, Batteries for all Lighting Plant Purposes

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140 PRINCESS ST. (Distributors) WINNIPEG, MAN.

Preparedness Pays!

Even though you never had a fire near your Store or Home, it may come. How would complete or partial fire loss affect your business? Have you ample protection against such a possibility?

For over 16 years we have been giving Fire Protection to Hardware and Implement Dealers at ONE-HALF of the Board Companies rates. Thousands of Dealers have saved money through our Policies. We charge board rates and refund 50 per cent of the Premium at the expiration of each policy.

Consider the cost of your Fire Insurance. Why not lower your overhead by participating in the Safety, Service and Saving offered by our Policies. An enquiry will cost you nothing.

ASSETS OVER \$5,300,000.00
NET CASH SURPLUS OVER \$2,007,000.00

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

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802 Confederation Life Building, Winnipeg.



Ask for
Prices

Watson Barrows Assure Sales

Three sizes—9½, 12 and 15 in. Sides

Have 20-in. Steel wheel. Two larger sizes have tail board. Knock down flat for shipment.

Get Prices on Genuine Moline
"ACME" Shares

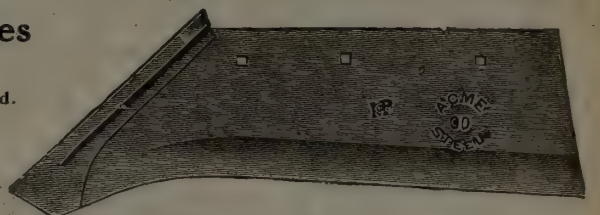
Give perfect wear. Reasonable in price and supreme in quality.

Watson Plow Packers

In 2, 3 or 4-furrow sizes, with surface, sub-surface and mulcher interchangeable wheels. They do the job at the right time. Reasonable in price.

Moline Implement Repairs

We carry all repairs for Moline plows, drills, disc harrows, wagons and hay tools.



The Original Soft Centre Share



Watson Blower Feed Cutters

We show our 13-inch power blower cutter, a powerful fast worker. None better made.

John Watson Mfg. Co., 311 Chambers Street **Winnipeg.**

Corrugated Stock Troughs

that are unexcelled for lasting quality. Thousands of them are in use, giving fine service and great satisfaction.



Ask us for full particulars of this big-selling line.

Are You Alive to the Money There is in Handling the New PORTABLE CORRUGATED STEEL GRANARY?

AN ABSOLUTELY FIRE-PROOF, LIGHTNING-PROOF, DAMP AND VERMIN-PROOF GRAIN STORE OF 850 AND 1,000 BUSHELS CAPACITY

Eighteen years of hard service and the most gruelling test to which a structure of the kind can be subjected, have proved its outstanding quality, strength, durability and value to the grain grower.

The price is one that commands a ready sale and there is a most generous profit margin. prospects at once—it will pay you. And do not lose a mail in getting in touch with us.

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WESTERN STEEL PRODUCTS, LIMITED

WINNIPEG REGINA SASKATOON CALGARY EDMONTON VANCOUVER

You'll Have Satisfied Customers
When You Sell Them

FROST & WOOD MOWERS and RAKES



For the last 20 years Frost & Wood Mowers have made a success of cutting the toughest kinds of "wire grass", "prairie wool" and "old bottom" found in this country. They have a splendid reputation for quick and satisfactory work under all haying conditions.

Frost & Wood Mowers

Simple and easily operated, yet sufficiently strong for the toughest work. Light in draft because of high grade roller bearings in all working parts. One of its best features is the quick-acting Internal Gear arrangement of the driving mechanism. The machine begins cutting at the first forward motion of the horses. No "flying starts" required.

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Built on a strong, heavy, angle steel frame. Parts are all riveted—not bolted, so they cannot shake off. Teeth are special, high-grade, spring steel—every one carefully tempered and tested. It stands up to the hardest work and roughest usage. Has automatic dumping device. Teeth are raised quickly and have fine clearance.

Write our nearest Branch House for full
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COCKSHUTT PLOW COMPANY, LIMITED

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Parts

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Gray-Dort Motors Limited, Chatham, Ontario

24 models of open and closed four and six cylinder automobiles from \$695 to \$2500 f.o.b. factory, taxes extra.

GRAY-DORT



CRESCENT PLOW SHARES



A Profit-Making Line for the Implement Dealer

Over
1500
Patterns



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

Over
1500
Patterns

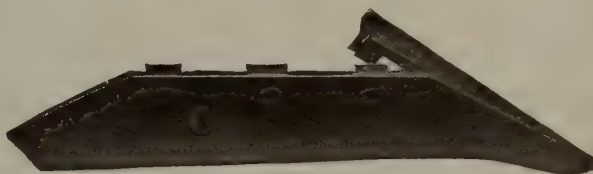
Perfect in accuracy, fit and finish. Produced by specialists from finest grades of soft centre and crucible steel. There's a Crescent Share to meet every demand.



Reverse Side of Regular Style Share. Note the Wide REINFORCED POINT and WELD.

*Lay in a Stock.
Latest Lists and
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quest. They as-
sure you a Steady
Demand and
Good Cash Busi-
ness.*

Cash in on the heavy replacement demand this season by carrying Crescent Shares. Size up the needs of your district and order a supply. Every share is fully guaranteed.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits

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MOWER and BINDER REPAIR PARTS

BINDER CANVASES

(Our Stock is Now on Hand)

CASWELL BINDER HITCHES

BAMBOO BINDER WHIPS

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Send for Catalogue and Prices

ORDER EARLY

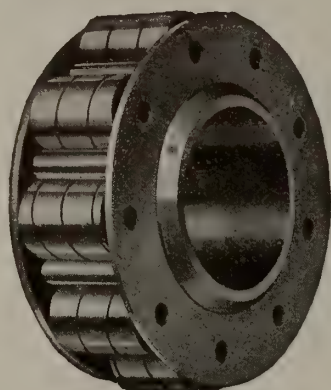


D. ACKLAND & SON, LTD.

WINNIPEG

CALGARY





IF the implement dealer and the farmer didn't want Hyatt-equipped implements there just naturally wouldn't be any, because these men know what does and does not perform out in the field. The fact therefore that all leading tractors and farm implements are Hyatt-equipped shows where Hyatt stands with the dealer and the farmer as well as with the designers.

For a complete list of Hyatt-Equipped Tractors and Implements, write:

Hyatt Roller Bearing Company

Newark Detroit Chicago San Francisco
Worcester Milwaukee Huntington Minneapolis Philadelphia
Cleveland Pittsburgh Buffalo Indianapolis

HYATT

ROLLER BEARINGS

No adjustment of any kind possible
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CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 6

WINNIPEG, CANADA, JUNE, 1923

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10)

Possibilities for the Sale of Motor Trucks

It has been estimated that the average implement dealer has about 200 to 250 farmers from whom he can develop business. That business depends upon an appreciation of opportunity. Take the development of motor truck business as an example. The motor truck not only affords economical and speedy transportation of produce, but also conserves the time of the farmer to a great degree.

Today the farmer uses power farming equipment for growing, harvesting and threshing his crops, and he has come to the point where he realizes the need of equipment that will hasten marketing and lower the haulage cost. The owners of motor trucks are already proving their value on the farm. What are your possibilities in this line?

Why not size up the hauling requirements of the majority of farmers in your territory? Do they specialize in grain production, dairying, mixed farming or are they interested in raising pure bred stock?

A Wide Market

Regardless of the kind of produce your farmer friends take to market, they can use motor trucks to advantage. Consider, for example, the beneficial service the dairyman derives from a good motor truck. Dairy products are perishable, and must be marketed without delay. Providing a farmer runs a large dairy business he can profitably utilize a truck for hauling milk, butterfat (or both) to market. The general farmer who keeps a herd of cows as a side line can use a truck profitably, because he will find various uses for it in addition to marketing dairy products.

Hundreds of farmers who have perishable produce of various kinds to sell testify that the use of trucks pays them in several ways. The use of a truck permits a farmer to reach the best market, no matter if it is located considerably farther away than the small market he has been in the habit of patronizing.

Motor Truck Production

In 1922 Canada manufactured 98,000 motor vehicles. In the same year 71,433 motor vehicles were sold in Canada, of which 6,347 were motor trucks. In 1922 Canada exported 2564 motor trucks and imported 886.

At the end of 1922 over 40,440 trucks were registered in Canada, and 458,578 automobiles. In 1922 the United States had 1,375,725 motor trucks registered, of which over 300,000 were owned by farmers.

The general farmer finds a wide variety of work for a motor truck. It is always ready to haul a load of wheat or other grain to town. If he is doing considerable feeding, he can haul mill feeds to the farm cheaper and quicker than is possible with wagons and horses. When he has a few veal calves, fat hogs, etc., ready for market, he can deliver them when prices are most attractive.

There is no reason why motor trucks should not become popular in every farming community where land owners are sufficiently progressive in their methods to produce quantities of grain, live stock, dairy or poultry products or fruit. There is a great future ahead of the motor truck, and farmers are giving it the same warm welcome accorded the auto and the tractor.

Dealers who determine to push the sale of motor trucks should keep in mind a variety of facts and figures which will make convincing sales arguments.

The main thing to remember is that the modern farmer has need of an economical and rapid means of transporting products to market, as well as for hauling building materials, feed, etc., to his farm. The farm factory must be managed properly to insure a substantial profit on the investment.

A New Field for Sales

The modern power farm machinery dealer should have a live interest in better roads and road maintenance in his territory. He should be interested in good roads, because they open up a new and fertile field for farm motor truck sales.

The tendency in agriculture is to speed up, to accomplish more work with less labor and in a shorter time. Tractors are largely being sold on this basis. Farmers do not dislike to farm with horses, but they are finding that the tractor makes them more independent of hired help, which is not only expensive but difficult to get and keep.

To a large extent the same is true of automobiles. Naturally these are used for social purposes, and the farmer would almost be justified in buying a machine if only to remove the isolation that has borne so heavily upon the women and children on the farms.

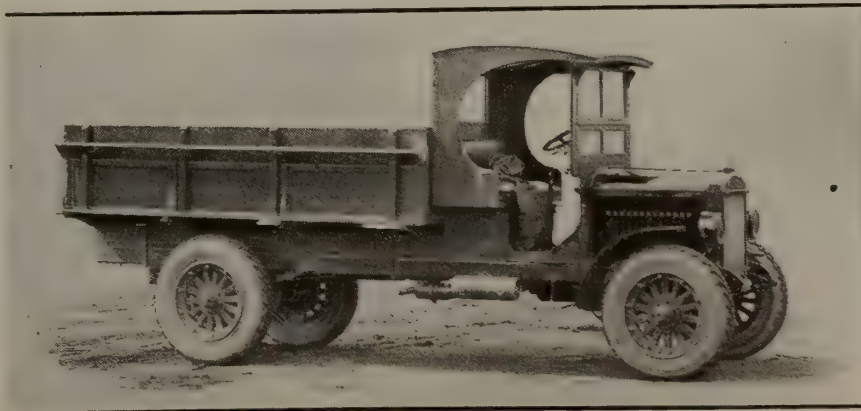
The writer was particularly impressed by the business use of automobiles while visiting last summer with a prominent dealer. All day farmers drove up to the store for binder twine, baling wire, binder knives, repairs and other items, and they seldom were absent from their farms more than an hour in making these rush trips.

The automobile can fill the bill in such cases, but it cannot do the work of the motor truck. Farmers can rush the seeding and harvest with the tractor, but when it comes to marketing their grain and live stock, and hauling heavy goods to the farm, something else must be provided. Speed and efficiency stop until farmers are in position to haul with speed at any time irrespective of the weather. The truck then will come into its own.

In talking to one farmer, who operates a $\frac{3}{4}$ section farm, and who owns a truck, he said: "In hauling long distances there is no comparison with horses at all. If you live within a radius of thirty or fifty miles of one of the large stock markets and have a few head of stock you wish to get rid of, just load them in and in a reasonably short time have them disposed of at the highest possible prices."

It is only logical to assume that the next step in the speeding up of farm practice will be the use of motor trucks for hauling. Is the modern farm equipment dealer going to get this trade or leave it to the other fellow?

That decision is dependent on a number of factors. Sufficient capital of course is essential. The dealer must be in position to render service. But if he has the capital or can obtain it, if he already is selling tractors and motor cars, so that his service organiza-



They can be had in all Sizes and Many Body Styles.

tion is formed, he can handle the truck trade with little additional expense and increase his volume to a large degree. The service requirements are similar.

In addition, in the towns throughout the Canadian west the dealer has an opportunity to sell trucks to the different classes of businesses situated locally. In his own business the truck is one of the most useful factors in connection with the modern implement store.

Canada's Importations of Farm Machinery During Last Fiscal Year

The amount and value of the farm machinery and equipment which is imported by Canada from foreign countries is of interest to the men who are in the business of selling it, and the figures of importations for the past fiscal year, which ended March 31, 1923, are illuminating. Some of the main lines imported, and their values, were as follows:

Gas and gasoline engines (durable) 4,885, valued at \$970,402. Of this total 4,722 came from the United States. In 1920, 29,585 engines were imported, and 14,627 in 1921. Of the total last year only 73 were steam engines.

Cream separators—8,088 were imported; value \$314,202. Of these 1319 came from Sweden and 4,450 from the United States. In 1921 over 24,380 separators were imported.

Binders—1316 were imported; value \$319,807; in 1921 5,485 binders were imported. Mowers—522, valued at \$36,143, as against 1,271 imported in 1921.

Hay loaders, 140; hay feeders, 8; potato diggers, 259; horserakes, 196; reapers, 77; scythes, 1,182 dozen; sickles, 500 dozen; cultivators, 112; grain drills, 790, valued at \$38,041 as compared with 3,102 valued at \$211,345 in 1921. Harrows, 168. Plows to the value of \$554,846; 781 fanning mills valued at \$16,547.

Threshing machines, 1934, value, \$2,187,872. In 1921 only 1,767 threshers were imported. Parts of separators, stackers, baggers, weighers, feeders, etc., were valued at \$550,337 in 1922; 646 feed cutters were imported, 53 grain crushers and 44 hay presses. Manure spreaders imported numbered 33, post hole diggers 903, and 2,201 dozen spades came from abroad. Fifteen traction ditching machines were imported.

The total number of tractors for farm purposes, costing not more than \$1,400 at factory, as imported last year, were 1,771, valued at \$1,344,032. The total

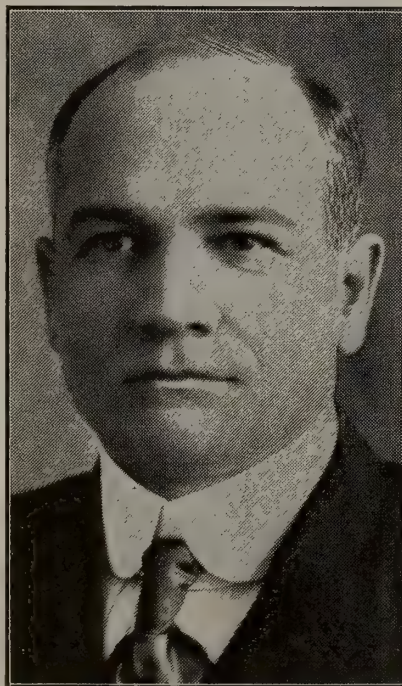
of durable tractors was 109, valued at \$525,316. In 1921 over 11,400 tractors were imported duty free, and 1,001 tractors paid duty in that year. Windmills imported were valued at \$33,682, as against a value of \$49,914 the previous year. All other implements and tools not listed were valued at \$246,682, of which sum \$233,249 went to the United States. Repair parts for tractors imported were valued at \$793,649 and implements at \$252,991.

Total Importations

The total value of farm implements and machinery imported in the last fiscal year was \$7,718,032 of which \$7,546,472 value came from the United States. In 1921 the total implement importations were valued at \$24,458,834. On the total implements and machinery imported in 1922, duty amounting to \$884,543 was collected.

Canadian Avery Development

Since 1904 the Canadian West has seen much development in the farm machinery industry and many are the changes recorded in this line of business. There are



I. J. HAUG

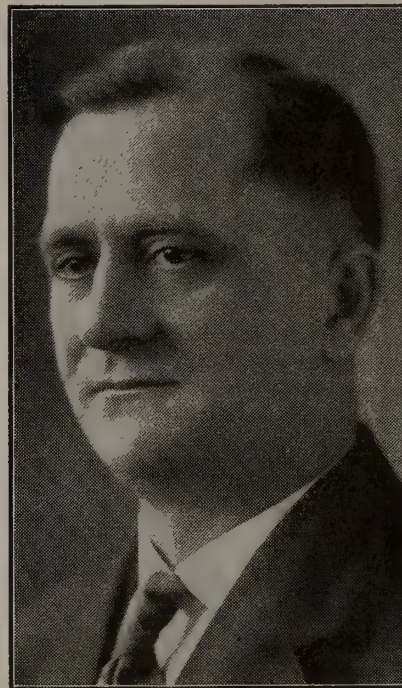
many of the early firms in the business who have disappeared, but some still remain, and as the years pass and the numbers of farms increase steadily they expand to meet the needs of this vast western territory.

Back in 1904, on March 20th to be exact, three gentlemen came to Winnipeg to engage in the business of selling the threshing machinery manufactured by the Avery Company, of Peoria, Ill. These gentlemen were: L. J. Haug, I. J. Haug and N. A. Nellermoe.

In those early days steam was the principal power, and the firm of Haug Bros. & Nellermoe started in the business selling Avery threshers and the Avery undermounted steam engine. With the years came the gas tractor. The Avery Co. swung into line and Haug Bros. & Nellermoe continued to supply the farmers of the west with Avery gas tractors as well as their line of steam engines and threshers.

In 1912 the name of the company was changed to the Canadian Avery Company, Limited, the business continuing in the old premises on Henry Ave., Winnipeg. At that time Mr. Nellermoe severed his connection with the business, which has since been carried on until today by I. J. and L. J. Haug. From a small beginning, with lean capital, but with unbounded faith in the future of the west and aggressive business policies, the company has steadily developed until today the Canadian Avery Company ranks as one of the largest distributors of threshing machinery in Western Canada.

The head office of the company is in Winnipeg, and branches are located at Regina, Edmonton and



L. J. HAUG

New Westminster, B. C. This pioneer firm, as reported in our last issue, are now distributing the Hart New Model self feeders manufactured by the Hart Grain Weigher Co., Peoria, Ill. Stocks of this feeder and repairs are carried at all Canadian Avery branches, and the company are now appointing agents for this feeder line throughout the west.

Enormous Automobile Production in 1922

Last year the total automobile output in the United States was

2,406,396 cars. Their wholesale value was \$1,567,003,041; of the total 67,096 cars were exported. At the end of the year 10,863,389 cars were registered in the U.S. and 1,375,725 motor trucks. There are now 38,392 car dealers and 48,875 garages in the United States.

The capital invested in the motor car manufacturing business is \$1,154,103,335, with 112 companies in production, and a total of 131 factories producing trucks. In 1921 the automobile production in the U. S. was only 1,661,550.

In 1922 Canada produced 98,000 motor vehicles, exporting 37,958. The Dominion in the same year imported 11,591 motor vehicles. In 1922 Canadians purchased 71,433 cars and trucks. In 1922 Canada imported 10,705 passenger cars and 886 motor trucks, and exported 35,394 passenger cars and 2,564 motor trucks. Of the car exports 9,867 went to the United Kingdom and 138 to the United States. In the same period we imported parts for cars and trucks valued at \$13,744,496.

In effect, we imported cars, trucks and parts to the value of \$26,904,949, while our total farm machinery importation in 1922 was only valued at \$7,718,032.

Aspinwall-Drew Co. Plant for Sale

Following bankruptcy proceedings in connection with the Aspinwall-Drew Co., Jackson, Michigan, bids were received for the Jackson plant of the Company, and the Canadian assembly plant at Guelph. The bids for these were rejected as too low, but the offer for the plant at Waterloo, Wis. was accepted.

It is stated that the parties who expect to bid for the Jackson and Guelph properties stand ready to form a new company and proceed with production. Repair service is being maintained. The company has been in the hands of a receiver for several months.

Moehring Treasurer for Gray Organization

The rapid expansion of sales and manufacturing operations of The Gray Tractor Co., Inc., is given still further impetus by the appointment of Lester A. Moehring as treasurer.

Moehring has been associated with George Sykes, vice-president and general manager of the Gray Company, for several years. His experience in the manufacture of automobiles, motor trucks, gasoline engines and other products demanding high standards of materials and workmanship will prove of utmost value to the Gray organization.

Actual photograph of the OilPull 20-40 owned by Bremen Township, Delaware County, Iowa



Sell OilPulls for road work and increase summer profits

THE OilPull stands supreme in road building just as it does on the farm. As proof of this, note its wonderful record. In Iowa, for example, 78 communities, after testing the OilPull, now use from 1 to 7 each. In Arkansas, 62 out of a total of 75 counties use from 1 to 8 OilPulls. In Idaho, Illinois, Ohio, Pennsylvania—in practically every state, the OilPull is building better roads at less cost.

Back of this remarkable record are such famous OilPull superiorities as:—Triple Heat Control, Heavy Duty Valve-in-Head Motor, Dual Lubrication, Special Heavy Wheels, Direct Connected Belt Pulley, Freeze-Proof Oil Cooling—and an unusual plan for giving expert mechanical service.

Let us give you other reasons why OilPull dealers make money—regardless of seasons and business conditions. A simple request will bring full details—without obligating you in the least.

OILPULL

The Cheapest Power for Road Work

ADVANCE-RUMELY

THRESHER COMPANY, Inc., La Porte, Ind.

Calgary, Alta.
Saskatoon, Sask.

Regina, Sask.
Winnipeg, Man.

43 Abell Street, Toronto, Ont.

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, alfalfa and clover hullers, husker-shredders and motor trucks

Serviced from 33 Branches and Warehouses

With the Manufacturers

T. E. Barker has been appointed production manager of the Avery Co., succeeding K. M. Cressler, resigned.

The U. S. Tractor & Machinery Co., Menasha, Wis., has changed its corporate name to Wisconsin Automotive Corp.

The Atwater Kent Mfg. Co., maker of the ignition systems, will erect a \$1,000,000 plant in Philadelphia this summer.

The Turner Mfg. Co., Port Washington, Wis., manufacturer of tractors and gas engines, has filed a voluntary petition in bankruptcy.

The J. I. Case Threshing Machine Co. has declared a regular quarterly dividend of \$1.75 on the preferred stock, payable July to stock of record June 11.

The Kroyer Motors Co., Los Angeles, Cal., has ordered plans for a plant to be built near Santa Anna, Cal., has ordered plans has been secured.

Hayes Wheel Co., in the wheel department of their factory at Merritton, Ontario, turned out 60,000 motor car rims during one month this spring.

A new price of \$1,125 is now quoted for the Austin tractor by the makers, the Austin Motor Co., Ltd., Northfield, Birmingham, England.

A report states that the Ford Motor Co. of Canada is contemplating the erection of a factory

in Winnipeg for the production of Fordson tractors.

Contracts have been placed for the construction at St. Paul of the factory and power buildings for the Ford Motor Co., and work is to be started without delay.

The Gray Tractor Co., Minneapolis, Minn., announces that it is rapidly expanding its dealer organization to keep pace with its enlarged manufacturing program for 1923.

Business of the J. I. Case Threshing Machine Co., Racine, Wis., in the first quarter of the year has shown a gain of approximately 60 percent over that of the same period in 1922.

General Motors which has plants located in 36 cities in the United States and Canada had 89,187 employees during March compared with 55,961 in March 1922 and 44,439 in March 1921.

The foundry of the Moline Plow Co. has been sold for approximately \$200,000 to a syndicate which is making preparations to start operations in the near future.

It is understood that the International Harvester Co., Chicago, Ill., will abandon its truck factory at Akron and will concentrate on truck production in a new plant at Fort Wayne, Ind.

Harry Hirshheimer, of the LaCrosse Plow Co., LaCrosse, Wis., returned recently from a tour of

investigation of agricultural conditions in China, Japan and the Philippine Islands.

N. D. Rutherford has resigned as manager of the milking machine department of the United Engine Co., Lansing, Mich. Mr. Rutherford has perfected a milking machine of a new design.

F. N. G. Kranich, who for a number of years has been connected with the Hyatt Roller Bearing Co., has joined the Timken Roller Bearing Co., Canton, Ohio.

The American Ringless Piston Corp. has been organized and incorporated at Lancaster, Pa., with a capital stock of \$500,000 to manufacture adjustable ringless pistons.

The McQuay-Norris Manufacturing Co., makers of McQuay-Norris Piston Rings, Pistons and Pins, recently purchased the entire plant and business of the Victor Bearings Company of Indianapolis.

It is reported that orders booked by the Advance-Rumely Thresher Co., LaPorte, Ind., during the first four months of the year were 40 percent greater than orders received during the same period in 1922.

The new Avery grain drill has a patented disk shoe—a combination disk and shoe. The single disk opens the furrow and the shoe forms the furrow properly and facilitates the proper placing of the grain.

The Twin City Co. of Kansas City is rebuilding at a cost of approximately \$40,000, the five-story brick building located at 1320-1322 West Twelfth Street, which was partially destroyed by fire last January.

As the result of a receipt of a cablegram from South American representatives, that orders for 1,500 grain drills are in the mail, the American Seeding-Machine Co., Springfield, Ohio, will operate with a good-sized force through the year.

The Ohio Cultivator Co., Bellevue, O., has announced a new model spreader known as the No. 5. It is a smaller size than the company has built heretofore and is unique in having an auto style front axle.

The Detroit Harvester Co. has been organized at Detroit, Mich., as successor of the Otwell Tractor Equipment Co. The new organization will continue the manufacture of Otwell mower attachments for Fordson tractors.

Articles of incorporation have been filed at St. Paul by the Miller Automatic Grain Shocker Co., recently organized in Minneapolis. The company contemplates the manufacture of a shocker invented by Earl H. Miller.

Collins Motor Products, Limited, incorporated under Ontario charter with a capital of \$250,000, have bought a site from the J. C. Wilson Manufacturing Co., Limited, Belleville, Ont. They will manufacture motor bodies for Canadian and export trade.

The Pioneer Tractor Manufacturing Company, of Winona, Minnesota, one of the oldest tractor concerns in the United States, is proving its faith in the future of the tractor industry by completely renovating and overhauling its entire plant at Winona.

At the annual meeting of the stockholders of Deere & Co., Moline, Ill., F. H. Clausen, Horicon, Wis., manager of the Van Brunt plant of Deere & Co., and Theo. Brown of Moline, in charge of experimental work, were added to the board of directors.

The entrance into the manure spreader field of the United Engine Co., Lansing, Mich., has been announced, together with the details of the spreader which will be known as the United No. 60, having a capacity of 55 to 65 bushels.

The world's largest shipment of electric washing machines was made recently from Altorfer Bros.



No. 69 "RED BOTTOM"
DESIGN REGISTERED 1921

HOUSE TANKS

The Strongest, Most Serviceable
Domestic Tank on the Market.

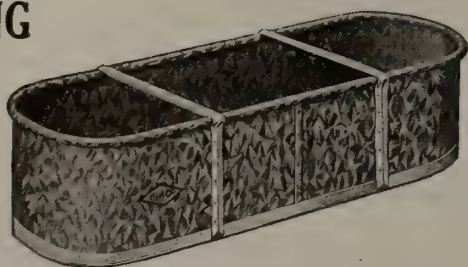
A fast selling line for both town and farm use. Capacity, 46 Imperial Gallons. Height 34 ins.; diameter 22 ins. Take little floor space—appeal to every housewife. With cover or tap if desired. Also other sizes from 28 to 457 Imp. galls. capacity.

We Also Manufacture:

Stock Tanks, Hog Troughs, Watering Troughs, Wagon Tanks, Gas and Oil Tanks, Fordson Fenders, etc.

"RED BOTTOM" ROUND END DESIGN REGISTERED 1921 STOCK WATERING TROUGHS

The trough shown is 2x2x8 ft. long. Capacity 164 Imperial galls. Heavy gauge galvanized iron. Weighs 110 lbs. Built to give years of service. The "Red Bottom" eliminates all chances of corrosion and rust. The farmer can own no better trough.

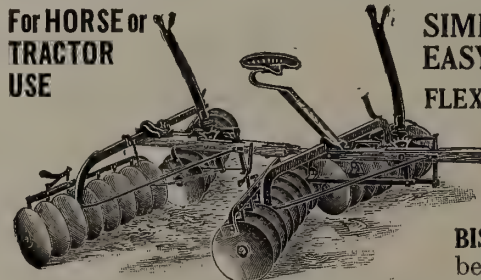


REASONABLE IN PRICE. ATTRACTIVE TRADE DISCOUNTS.

The Metallic Roofing Co. of Canada, Limited
797 Notre Dame Avenue Manufacturers Winnipeg

BISSELL DOUBLE ACTION DISK

For HORSE or
TRACTOR
USE



SIMPLE IN CONSTRUCTION
EASY RUNNING & DURABLE

FLEXIBLE GANGS (an exclusive Bissell feature). DISK-PLATES of special shape to penetrate and thoroughly cultivate any soil.

BISSELL DISK HARROWS can be obtained in a variety of styles and sizes, Single or

Double, for use with 3-4-6 horses. Also DOUBLE ACTION TRACTOR DISKS, the cutting angle of which is controlled from the Tractor—The Only Positive Control.

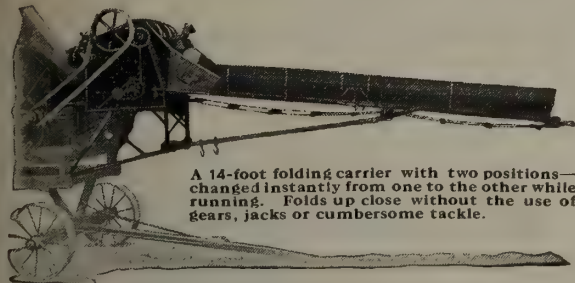
Manufactured by: T. E. BISSELL CO., LTD., ELORA, ONTARIO

Sold by: JOHN DEERE PLOW CO., LTD.

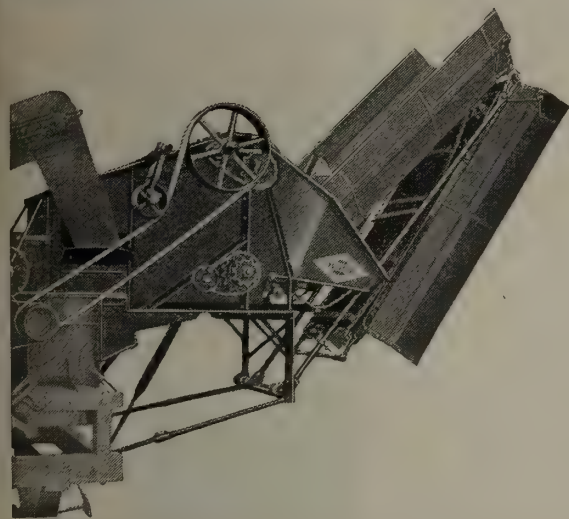
WINNIPEG, MAN.
REGINA, SASK.
CALGARY, ALTA.

RUNS LIGHTER

Takes Less Than Half the Power Usually Required. Field Experience Proves This.



A 14-foot folding carrier with two positions—changed instantly from one to the other while running. Folds up close without the use of gears, jacks or cumbersome tackle.



Notice the back-gear drive—the close-folding carrier.

Mr. DEALER

Your customers thresh for profits. The more grain they can thresh in a given time, the bigger their profits.

The HART NEW MODEL FEEDER speeds up threshing for both farmer and thresherman. It keeps the cylinder full without slugging. Checks but never stops the flow of grain. Automatically changes speed to prevent overloading.

Careless pitchers cannot cause trouble. No chance for grain to bank up in front of cylinder. Will not wrap or wind. Your customers can thresh faster, cleaner and better with the Hart New Model Feeder on their separator.

Write at once for full particulars, catalog and liberal sales offer. Don't put it off. You can't afford to.

—Manufactured by—
HART GRAIN WEIGHER CO., Peoria, Ill. U.S.A.
BUILDERS OF PERFECTION AND HART JUNIOR REGISTERS

ADDRESS DEPT. "B"

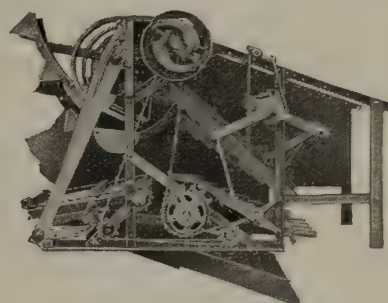
Canadian Avery Company Ltd.

DISTRIBUTORS FOR WESTERN CANADA

WINNIPEG, Man.—REGINA, Sask.—EDMONTON, Alta.—NEW WESTMINSTER, B. C.



Hart New Model with 9-foot, close folding carrier—notice the clean cut appearance, the absence of unnecessary gears and sprockets. Simplicity reduces the repair and trouble hazard.



Showing Feeding Mechanism

TRACTORS **HUBER** THRESHERS

Since 1898

Since 1879

A Money Making Line of Threshers and Tractors

HUBER TRACTORS and Huber Threshers supply practical outfits for the individual farmer, the neighborhood threshing association and the custom thresherman. They fit into a big active market and make real profits for the dealer.

The Huber "Super Four" offers a remarkable combination of sufficient belt power for large capacity custom threshing with light weight that enables it to travel on plowed ground without packing. It is an ideal combination with the "Superior" Thresher.

The "Light Four" Tractor is a dependable three plow tractor with ample belt power for the "Huber Jr." Thresher.

The "Superior" thresher and "Huber Jr.," are real threshers with every feature of the larger Huber threshers which are famous for clean threshing, dependability, and durability.

Every item in the line is a remarkable value at the price.

Write for illustrated descriptive matter and dealer proposition

Huber Manufacturing Co., 920 Center St., Marion, Ohio, U.S.A.

Canadian Branch: BRANDON, Man.



For Permanent Profits, Handle MAGNET Cream Separators

Made in 5 Sizes:
Capacities: 400 to 850 Lbs. per hour.

Have non-vibrating spindle, strong stand and square cut gearing running on large ball bearings. The Magnet bowl is supported at both top and bottom. Steadied at each end by spring-cushioned bearings, it is carefully balanced and tested. The one-piece skimmer increases the capacity of bowl and eliminates all chance of clogging. Equipped with spring brake for rapid stopping, large anti-splash supply tank and sanitary strainer.

Magnet cream separators have exclusive sales features and excel in skimming efficiency and long service.

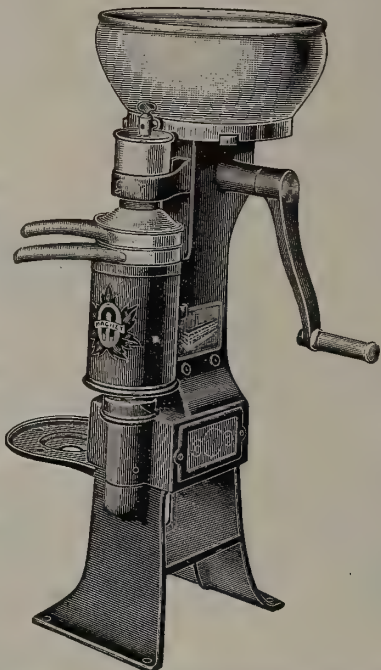
**Our Reduced Prices
and Easy Terms
Assure Good Business**

Ask for complete details and Liberal Agency Offer. Old machines may be taken as part payment. Get special prices on "Magnet" throttle governed farm engines—all sizes, from 3 to 16 h.p.

Other Lister Lines:—"Lister," "Canuck" and "Magnet" engines, grain grinders and crushers, "Melotte" and "Lister-Premier" separators, Electric Lighting Plants, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits Pumps, Pump Jacks, Etc.

See the Lister Exhibit at Brandon and Calgary Fairs

R. A. LISTER & Co. (Canada) Ltd.
WINNIPEG, MAN. HAMILTON, ONT.



Co., Peoria, Ill., to Los Angeles, California. It took forty box cars to accommodate the consignment, the retail value of which was \$400,000.

Lieut.-Col. E. W. Stanyforth, chairman of the Implement Committee of the Royal Agricultural Society, England, reported that 45 entries of new implements for the Society's silver medal had been received for this year's show at Newcastle.

The General Motors Corporation has organized a subsidiary known as the "General Motors Chemical Company." This unit will market through gasoline filling stations, refiners and large distributors of gasoline, what is essentially a modified type of gasoline.

The Pyrene Manufacturing Co. of Canada, Limited, 118 Craig St., W., Montreal, have moved their plant and head office to 1197 King St., W., Toronto. The company manufacture fire extinguishers, anti-freeze compound for automobiles and a non-inflammable cleaning fluid.

A two-wheel, two-bottom mold-board plow, designed especially for use with the Fordson and other light tractors, has been announced by the Emerson-Brantingham Co., Rockford, Ill. The new plow will be sold in Canada through the regular E-B sales organization, the Emerson-Brantingham Implement Co.

Sidney Ross, assistant sales manager of the Hart Grain Weigher Co., reports business good, with an exceptional demand for the Hart new model feeder.

The Monarch Tractors, Inc., Watertown, Wis., announces advanced prices on its three sizes of tractors, effective July 1. The new prices will be as follows: Model "C" 20-30, \$3,800; model 4-40, \$4,350; model 6-60, \$5,750.

Hutchinson Heads Sawyer-Massey Company

At a meeting of the directors of the Sawyer-Massey Company, held in Hamilton during May, H. Wilbur Hutchinson, Winnipeg, was elected president of the company. Mr. Hutchinson has been Vice-President and General Manager of the company since November, 1918. T. B. Christie, a director of the company for some years, becomes vice-president.

Mr. Hutchinson is probably the best known man in the implement and thresher industry in the Canadian West, and his forty year's experience in the farm machinery business should be invaluable for the organization of which he now becomes head. As

in the past he will continue to make his home in Winnipeg, dividing his time between the factory at Hamilton and the Western branches of the company at Winnipeg, Regina, Saskatoon, Calgary and Edmonton.

H. W. Hutchinson was born in October 20th, 1862, in the village of Leskard, Durham County, Ont. He was educated at Albert College, Belleville, and in January, 1883, came west to Winnipeg,



H. W. HUTCHINSON
President Sawyer-Massey Company

where he joined the staff of D. Maxwell & Son. In 1884 he was appointed manager of that concern. In 1888 he accepted the position of manager of the F. A. Fairchild Co., Winnipeg, and in 1897, when the organization was succeeded by The Fairchild Co., Ltd., Mr. Hutchinson was appointed manager and secretary.

In April, 1904, he acquired a controlling interest in the Fairchild organization, and was elected president of the company. During the opening months of 1908 this company sold out to the John Deere Plow Co., Mr. Hutchinson being appointed to the position of managing director and vice-president of the plow concern. This position he filled with marked ability until his resignation in December, 1917. For nearly a year he acted as Western Canadian Manager of Carriage Factories, Ltd., Orillia, Ont., and in November, 1918, became vice-president and general manager of the Sawyer-Massey Co., Ltd.

Everything comes to those who wait; the prodigal son returns to the village old maid, and the uncalled-on staller comes to the office to make a payment—sometimes.

Columbia Dry Batteries

*The Cells are Sealed in
a Waterproof Steel Case*

Give your tractor and gas engines a chance to do their best. Connect a Columbia "Hot Shot" Battery to the ignition system.

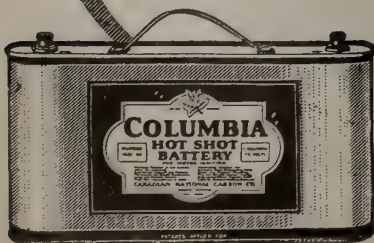
The battery is a single, solid package of ready power. It is not affected by cold and is water-proof. The full power is available for instant starting at all times.

There is no satisfactory substitute.

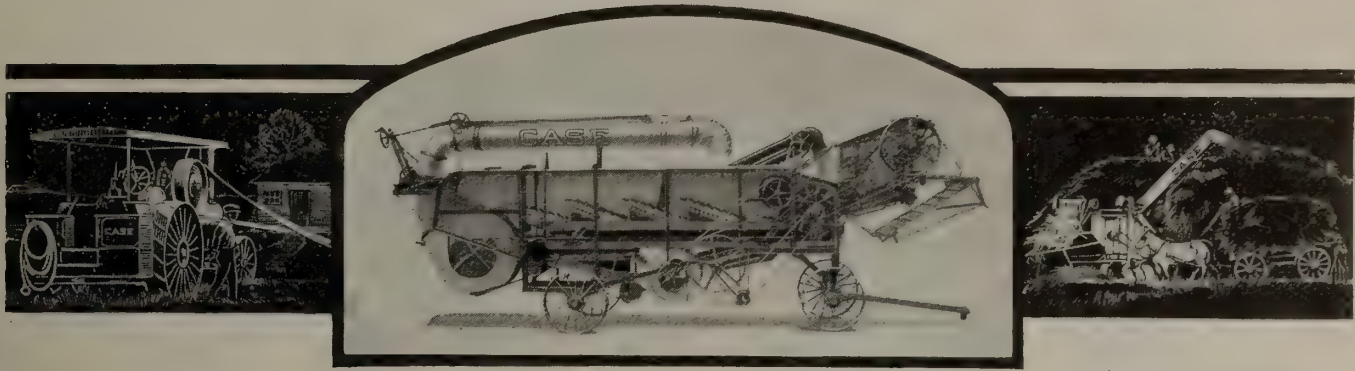
**CANADIAN NATIONAL CARBON
COMPANY, LIMITED**

Montreal Toronto Winnipeg

Columbia Dry Batteries for all purposes are for sale by implement dealers; electricians; hardware and auto accessory shops; garages; general stores.



*—they
last
longer*



Why Case Threshers Predominate

THE MANY ADVANTAGES that cause farmers to buy Case threshers every year in greater numbers than they buy other threshers, also make it easier for dealers to sell Case machines. From feeder to windstacker, no comparison can be made that is not favorable to the Case.

Take your prospects over the machine feature by feature. The more experienced the thresherman the more he appreciates:

Case Steel Construction—The steel frame of Case design holds all bearings and parts in alignment—is not pulled out of shape by drive belt strain. Prevents weaving and twisting in transportation.

Case Feeders—Simple and easy to adjust. Absolutely positive in action from band cutter to governor. Feed any kind of grain smoothly and without slugging.

The Case Cylinder—The cylinder, concaves, grates and beater in Case machines make up a threshing unit unexcelled in efficiency and requiring only a minimum of power.

Case Bearings—Self aligning bearings, with provision for ample lubrication contribute to power economy and great durability.

There are many other features that contribute to the universal satisfaction of farmers with Case threshers, and so make them profitable for dealers to handle.

J. I. CASE THRESHING MACHINE CO., DEPT. F44, RACINE, WIS.

Factory Branches: Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon. Saskatchewan—Regina, Saskatoon. Ontario—Toronto.



Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.

Case Officials Promoted

J. S. Witmer has been promoted to assistant general sales manager of the J. I. Case Threshing Machine Co., Racine, Wis., and H. M. Thomas becomes division manager of the South-Western division.

Mr. Witmer, who was born in Ohio, is well known to the Western Canadian trade. He joined the company in 1902, and was sent to the Winnipeg branch of the company as a repairman. He later was made a salesman and then collection manager. When the Calgary branch of the Case organization was opened he was appointed manager of that branch, and later was transferred back to Winnipeg as manager of the branch in this city. In 1915 he served as branch manager at Des Moines, and early in 1916 was made division manager of the south-western division.

The many friends of Mr. Witmer in Western Canada will be

pleased to hear of his well merited promotion.

Mr. Thomas joined the company in Kansas City in 1903 and in 1905 was transferred to the Harnisburg branch as general collector. In 1910 he came to the



J. S. Witmer



H. M. Thomas

home office at Racine as collection manager, and in 1916 became assistant manager of the eastern division. In 1918 he was transferred to the north-western division, and in the same year became assistant division manager of the south-western division, now being placed in charge of that territory.

Putting the G. in genius. You start it with W and follow with O-R-K.

Cletrac Plant Leased to Motor Company

At a recent meeting of the stockholders of the Cleveland Tractor Co., Cleveland, Ohio, it was decided to enter into a contract with the Rollin Motor Co. by which this company would lease the Cletrac plant and equipment for a term of years.

In addition to manufacturing the Cletrac, the Rollin company, headed by Rollin White, president of the Cleveland Tractor Co., will manufacture the Rollin motor car.

The product will be a moderate-priced automobile. The motor company will also manufacture Cletrac tractors under the arrangements that have been completed. The Cleveland Tractor Co. will retain its identity as a selling organization.

Bonds of National Farm Machinery Co.

Bondholders of the National Farm Machinery Co., Montmagny, Que., the indebtedness of which is represented in such securities by \$7,000,000, have been advised that ten cents on the dollar is more than the bonds are worth, according to a Montreal report.

In 1919 a \$2,000,000 bond issue,

guaranteed by movable and immovable property of the company, was made. In February, 1921, another issue of \$4,000,000 guaranteed by immovables only, as a second mortgage, was offered. At the same time, a \$1,000,000 issue, guaranteed by movables only, was put on the market.

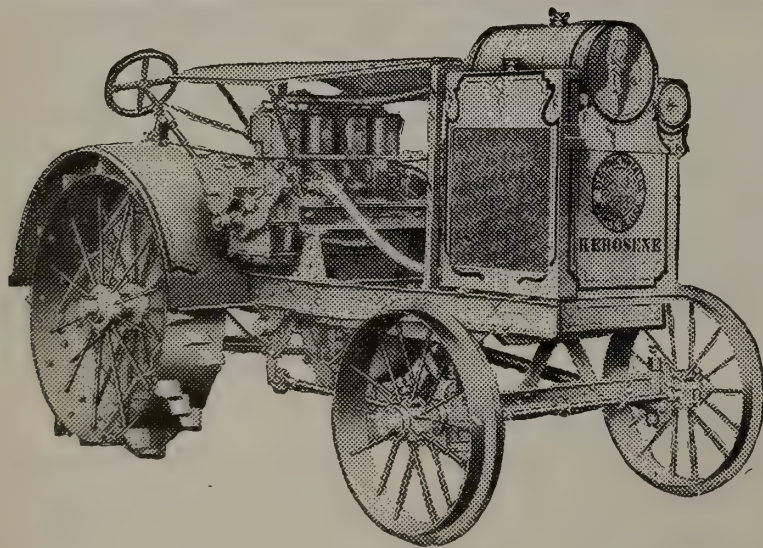
Timken Annual Report

The annual report of the Timken Roller Bearing Co., Canton, Ohio, for the calendar year of 1922 shows that net profits from sales, with other net income, after ample reserves for depreciation charges but before taxes, amounted to \$8,824,029.19 and after reserves for U.S. income taxes of \$1,100,000 amounted to \$7,724,029.19.

The balance sheet shows cash and securities of \$7,002,543.89, which together with accounts receivable and inventories makes the total current assets amount to \$11,991,847.82.

During 1922 the company established a plant at Walkerville, Ontario, to take care of Canadian trade.

The volume of the company's business for 1922 was materially in excess of any previous year.



They'll Handle the Peak Load for Farmers Economically on both Belt and Haulage Jobs

White "ALL-WORK"

Kerosene Tractors

12-25 h.p. 14-28 h.p. 20-38 h.p.
4-Cyl. Motors 4 $\frac{3}{4}$ x6 in. 5x6 in. 5x7 in.

Bigger Tractor value, at a very reasonable price. Give lower operating cost, maximum power delivery and dependable service. The "All-Work" 12-25 (2-3 plow) operates a 20 or 22-inch thresher. The 14-28 (3-4 plow) operates a 24 or 26 inch thresher, and the New "All Work" 20-38 pulls 4 or 5 plows and handles a 28 to 32 inch thresher to full capacity. It will also double-disc, drill and pack in one operation, and pulls a 10 ft. road grader with ease.

Conservatively rated these tractors give wonderful service. Smooth, steady power for threshing. Unequalled value. Ask for complete information.

See the White
"First
Quality
Line"

at the
Exhibitions

Our Tractors and Threshers will be on View at the Exhibitions at BRANDON, SASKATOON and REGINA. Make our tent your headquarters.

For Satisfactory Service "CHALLENGE" THRESHERS

Made in Six Sizes

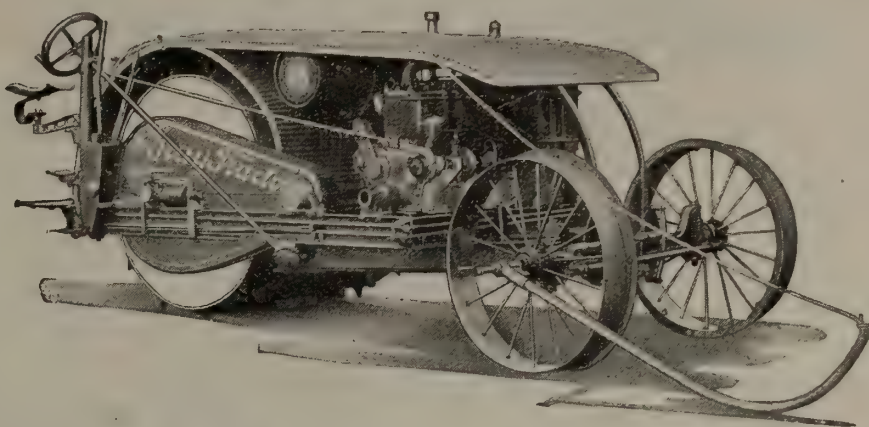
20x36 24x40 28x46 32x54
36x60 40x66

Backed by a Dominion-wide reputation for superior design and construction, great capacity, and fast, clean work. Built to meet Western needs their proven dependability assures dealers good business. Twelve and sixteen double-bar cylinders. They run easily and get all the grain. Get our 1923 sales proposition. It offers dealers a contract worth while. Write:



Size 24x40
Special for
Light Tractor

George White & Sons Co., Ltd., Brandon, Moose Jaw, Saskatoon



The Well-Built, Long Service "GRAY"

SOME FARMERS in the West think that with a Tractor the repairs run away with the profits. This may be the case with some machines on the market that are not built with a knowledge of the exacting work required of a farm tractor. But the "Gray" is different.

The "Gray" Wide-Drive Drum Tractor is a practical machine designed by first-class engineers with the help of farmers who knew from experience the actual requirements. They recognized, as a first essential, the necessity of strong parts and sturdy construction.

Every part of the "Gray," from the Motor to the Wide Drive Drum, can be relied on to give good service under any conditions. There are few repairs and, consequently, less delays.

The direct drive without differential means a minimum loss of power in the transmission, and the Wide Drive Drum provides good traction even on soft land. The Side Hitches permit the use of a greater spread of implements, enabling the "Gray" to perform several operations at one time.

Thousands of users in all parts of the world testify to the efficiency of the "Gray" Tractor. Dealers will do well to write us for full information.

GILSON CREAM SEPARATORS

150, 300, 450, 600 and 900 Lbs. Sizes

Can be used for hand or motor drive. Skims a thin or rich cream as desired and takes out all the butter fat. Interchangeable discs. Self-balancing bowl. Straight and spiral type gears make easy running. Easy to clean.



GILSON FARM EQUIPMENT

A Reliable and Profitable Line to handle



GILSON HYLO SYLOS AND SYLO FILLERS

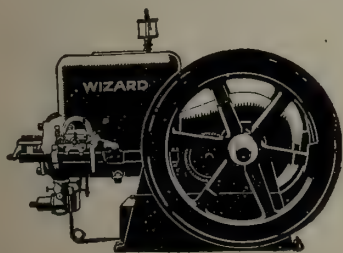
The Hylo Sylo is easily erected. Obtainable in either Yellow Pine or Cresoted Spruce. Fitted with Hylo patent self-adjusting hoops. Interchangeable doors, absolutely air-tight, with combination door-lock and ladder.

Gilson Sylo Fillers, with indestructible cutting wheel. Three sizes, all simple and fast working in operation.

GILSON WIZARD ENGINE

1½, 3½, 6 and 10 H.P.

High-class design and construction. Develops power well above rating. Throttle governed, with built-in, oscillating magneto. Smooth running on either gasoline or kerosene. Recommend themselves and fully guaranteed.



GILSON BARN & STABLE EQUIPMENT

Steel Pens and Stanchions, Water Bowls, Feed and Litter Carriers, Hay Tools and general equipment.

GILSON PIPE & PIPELESS FURNACES

are guaranteed to give more heat with less fuel than any other furnace of the same size.



WRITE FOR GILSON DESCRIPTIVE BOOKLET

The Gray Tractor Co. of Canada, Ltd.

298 Ross Avenue

Winnipeg, Manitoba

SEE OUR EXHIBITS AT THE FAIRS

What of Equipment for the Farm Home?

Every merchant selling equipment for the farm and farm home should be interested in the requirements not only of the farmer but of his women folk. In too many cases the recognition of the principle of women's labor on the farm being as important as that of the men is lacking. We see farms well equipped with the most up-to-date implements and means for lightening the labor of the male sex, but in the home the work of the woman is not made easy by investment in the equipment that will eliminate hours of needless work.

Did you ever consider, for example, how few of the farm homes in the Canadian West have a nice screened verandah. Think over the farms in your territory, where, after the day's work, there are no cool verandahs on which the farmer and his family can rest.

A survey of 307 typical farms in Manitoba, running in size from quarter section to section and a half, gives a good sidelight on what the merchant can hope to sell to make life better, and easier for the women who share the toil of farm life. In 176 out of 307 of these homes there was no water in the kitchen — yet how many dealers consider the advisability of selling water systems? Remember, that in 88 per cent. of the farms covered by this inquiry the occupants were complete owners. Sad to note, then, that only 37 of the homes had baths, and only 102 were heated by furnaces — yet 80 per cent. of the total number of farmers possessed automobiles.

It must be confessed that the average man does not consider the work to be done in the farm home—the care of a seven-room house (the average size) the lamps to clean, the stoves to tend, the water to drag from a pump, the clothes to wash, iron and mend, the garden, poultry and other chores.

Take water supply as a big factor in women's labor: 17 per cent. of the small farms in the inquiry, $\frac{1}{4}$ section or thereabouts, had soft water in the kitchen; 39 per cent. of the half section farms had the same, and 47 of the $\frac{3}{4}$ section farms. Note, we say soft water, but there were very few of the total who had a proper water system.

Only 30 per cent. of the big farms—section and over—have either hard or soft water in the kitchen. Only 25 per cent. of the homes had power, which mostly meant only an engine and power

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—G. A. Marshall, Room 37, 34 Victoria Street, Toronto, Ont.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign, \$1.25 per year.

Single Copies, 15 cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Tractor, Implement and Power Farm Machinery Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Member U. S. National Association of Farm Equipment Manufacturers

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, JUNE, 1923

washer. The old reliable wash board, which breaks backs, and also spirits, was much in evidence. Five women only had electric light and electric irons, five had gasoline irons, 1 a mangle, 2 had bread mixers and two had vacuum cleaners. In all only 21 farms out of the 307 had electric light.

True there is a fine distinction between economy and extravagance, but if the farm woman to-day had the sale price of the half-worn, discarded and uncared for machinery which one sees on too many farms she would be able to instal a water system and to conserve her strength yet have a more comfortable home for the farmer and his family.

It is good to note that the percentage of cars owned make for a better social life—but though the dealer may not be interested in home economics he should at least visualize the possibilities which are revealed by this investigation. The stoves to clean, the lamps to clean, the heavy washings, the lack of running water—all these mean possible business, and business which can be developed. The modern farm equipment dealer does not fulfil his function if his sales efforts stop at the door of the farm home. He can arouse interest and de-

velop a demand for electric light, power and water systems, electric irons, proper furnaces, vacuum cleaners, power washers, bathroom fixtures, small engines, pumping equipment, septic tanks and sewage systems, electric fans, etc. The woman is the greatest factor in the home, and to cater to the needs of the farm woman will develop business which hitherto has been too often left to the mail order houses. Think it over and consider what lines you can profitably place in your community to make the farm home better, brighter and a place of greater leisure.

Why Not Washers?

With the coming of summer the implement dealer can lower his overhead and add to his profits by handling a line of hand and power washing machines. Washing machines save countless hours of labor for farm women. With the small engine, the power washer can be made a big time saver. These machines have been greatly improved in recent years. The purchase of a washing machine today is not a purchase of a lot of wheels and gears and pulleys, but is a purchase of at least ten years of service. That, after all, is what the most of us are looking for, no matter what we are buying.

Supply and Demand

Largely owing to conditions, both manufacturers of farm machinery and dealers handling such lines, have been conservative in their preparations for 1923 trade. Yet reports show that the demand has improved over last year. U.S. factories report marked increases in connection with various lines, and it may be that the demand has exceeded expectations in connection with 1923 trade. Manufacturers are short on many items.

It will pay the dealer to take proper steps to secure his business early and to get his requirements to the distributor or branch house in ample time so as to assure delivery. Demand in the States will have an effect upon the American lines sold in the Canadian West. The accumulated requirements for several lines of machinery is such that it may catch the dealer unawares. Sales resistance is disappearing and the farmer is realizing that implement prices are as low as they will be—that of all their purchases implements are as reasonable in price as anything in relation to the prices of farm products.

Profits in Twine Business

Reports received from implement and farm equipment dealers indicate that the trade in many cases do not find the handling of binder twine profitable. Complaint is made that conditions obtain which do not permit the dealer to get a price sufficient to offset his overhead cost and leave a reasonable profit.

It is contended by some dealers that it would be of advantage if twine were stocked on consignment, the retail selling price fixed by the manufacturer or wholesaler and settlement made as the twine was delivered. It may be noted that although the farmer's organizations are going out of the implement business they will continue to sell binder twine. Dealers complain of this competition as they must charge more per pound for the twine than do the farmers' locals who in the past have made no difference between cash and credit prices. If the consumer can obtain binder twine by the carload at the same price as the dealer, and so dealers allege, the position of the dealer in handling twine is not enviable.

Dealers state that they are in cases undersold, and cannot handle twine on a straight cash purchase at a margin of one cent per pound. The importance of twine

supply to the farmer is such that as a line it should yield the dealer a margin sufficient to assure his interest in the business. The farmer generally knows the wholesale prices of twine through his association.

Legislation in Saskatchewan

Amendments to the Rural Municipality Act in Saskatchewan, as made last spring, are of considerable interest to the firms selling farm machinery in that province.

The Act is amended so that Municipalities, when seizing and selling the machinery possessed by the farmer to cover arrears of taxes, can only sell the interest of the defaulter in that machinery.

Until last spring the municipalities could seize power farm machinery outfits, or small ma-

chinery, perhaps almost new, subject to a large part of the purchase price lien and regular lien notes and lien laws complied with in every way, but the vendor of the machinery or implements was helpless and had to either redeem them from the Tax Sale by paying arrears of taxes, or letting lien for the purchase price be cancelled by the tax sale. The purchaser at the sale took over the machinery free and clear from liens.

By the amendment the purchaser at tax sale takes only the interest of the purchaser of the machinery in the goods, whatever that interest may be. The wholesale house can follow their machinery on the strength of purchase price lien into the hands of any tax purchaser, and repossess and resell to protect their lien.

Business Changes—Personal Items

W. L. McIntosh is the name of a new dealer at Inglis.

Wm. J. F. Shore is handling implement lines at Oak River.

W. A. Webster has closed his automobile business at Rivers.

Fred Munson has opened a harness shop at Saltcoats.

The Scott Harness Shop, Scott, has discontinued business.

N. Griffin is owner of a tractor repair shop at Clair.

A. G. Henson is a new dealer at Kerrobert.

D. Gardner has commenced in the harness business at Minto.

A. McDonagh, a dealer at Russell, has sold out to F. T. Storey.

The Service Garage, Alsask, changed hands recently.

Ed. Taylor has closed his harness store at Hardisty.

J. O. Wood is a new automobile dealer at Leduc.

The Haney Garage has been incorporated at Haney, B.C.

The Star Garage & Machinery Co. is a new concern at Markinch.

I. Bruce is a new harness dealer at Roland.

P. W. Doake is operating an implement business at Kennedy.

N. H. Davey has commenced in the oil business at Olds.

A. Buckholtz is a new dealer at Wauchope.

E. J. Cantlin is a new dealer at McCreary.

Frank Sarka is owner of a gasoline and oil business at Kipling.

The Alix Garage has been sold to L. B. Fisher and A. L. Chinn.

M. A. McArthur is handling implement lines at Alliance.

J. Wetherby has entered the automobile business at Morrin.

W. J. Moore and Robert Wilson, implement dealers at

Tugaske, have sold out in that town to Moore & Doyle.

Two new farm machinery dealers are in evidence at Viking—H. S. Jensen and Peter Nykus.

Torpy & Paulson, auto dealers at Bashaw, have dissolved partnership.

Ellison & Smeatham have commenced in the car and tractor business at Camrose.

W. H. Peck has discontinued his implement business at Dominion City.

Smith Bros. have commenced in the automobile business at Eriksdale.

A. Fraser has sold out his harness business at Lenore, to A. Morris.

J. E. Knapp has entered the retail implement business at Neville.

Johnston & Tufts have started in the automobile business at Watrous.

Erickson & Johnson have opened a tractor and auto repair business at Biggar.

O. T. Hanson has commenced in the automobile and tractor trade at Bawlf.

The Tractor & Thresher Co. has incorporated at Saskatoon with a capital of \$25,000.

W. McCreary, 803 Pacific Ave., Brandon, has the sales agency for the Gray-Dort and Gray cars.

H. J. Woods, harness dealer at Carman, had fire loss in his premises last month.

Whitemore & Bowden, automobile dealers, have commenced business at Melfort.

Two new implement dealers are operating at Unity—A. Hubbard and R. E. Nelson.

Transgaard & Beeson are new dealers at Provost.

M. H. Nelson is the owner of a new automobile and tractor business at Lipton.

E. Loucks & Son have commenced in the automobile business at Foremost.

Bell & Walker, dealers at Hughenden, are succeeded by E. W. Bell.

Martin Bros. have recommenced their tractor and car repair business at Mecheche.

K. Nyberg & Son have dissolved partnership in their business at Metiskow.

J. A. Block is now handling some of the leading implement lines at Provost.

P. J. Reimer is operating a car and tractor repair shop at Mornden.

The garage business of S. T. Tyndale, Roland, has been sold to J. Norwood.

R. Galbraith has taken a partner into his car and tractor business at Sceptre.

Buckle & Mahoney, implement dealers at Tisdale, are succeeded by C. Girod.

McGregor & Sauter is the name of a new implement firm doing business at Viceroy.

Withers & Stewart, harness dealers, have commenced at Climax.

C. Thompson is the name of a new car and tractor dealer at Duff.

M. Jackson, automobile dealer at High Bluff, has taken a partner into the business.

J. L. Shouse has sold out his implement store at Young to Fred Young.

C. Rutherford has commenced in the auto and tractor business at Yellow Grass.

J. E. A. Mitchell is operating a car and tractor repair shop at Killarney.

Hart-Parr of Canada, Ltd., has been replaced in Manitoba by the Hart-Parr Co., Ltd.

J. A. McCreight is now operating an automobile business at Bounty.

V. Stasesan is the owner of a new implement warehouse at Limerick.

The Calgary Auto Supply & Repair Co. suffered fire loss last month.

L. A. Broyers, harness dealer at Cereal, has closed his store in that village.

The stock of E. Cohen, automobile dealer at Leader, has been sold to L. G. Nesbitt.

McClean Bros., dealers at Michichi, have sold out to Martin Bros.

The Twin City Separator Co. will exhibit their full line of grain

cleaning machinery at the exhibitions at Brandon and Calgary.

The Dryden District Motor Co. has opened for business at Dryden, Ont.

I. E. Low has commenced in the automobile business at Nanaimo.

J. S. Darlington is now carrying on a harness business at Hartney.

C. A. Congdon is reported to be selling out the Basswood branch of his implement business.

N. McLeod is owner of an automobile accessory business at Carlyle.

A. Anderson has sold out his business at Norquay to G. Gronsda.

E. A. Mott, general manager of the Cockshutt Plow Co., is at present on a visit to Western Canadian branches of the company.

P. H. Peterson, International Harvester dealer at Oyen, has taken over the John Deere repair business in that town.

The Union Garage & Machine Co., Indian Head, has been struck off the register of companies in Saskatchewan.

E. W. Lloyd has taken a partner into his repair business at Vancouver, which now operates as Lloyd & Brunton.

The name of the B. F. Goodrich Co. of Canada has been changed to the B. F. Goodrich Rubber Co., Ltd.

Newers Bros. & Grierson, car and tractor dealers at Invermay, have sold out to J. R. Taylor.

McManus & Howard, wholesale oil dealers, Winnipeg, sustained fire loss in their warehouse last month.

McPherson & Reding, auto dealers at Cudworth, have dissolved partnership, Mr. McPherson continuing the business.

Clark & Parsneau, garage owners at Morse, have dissolved partnership, Mr. Parsneau retiring from the business.

A. Renault, a dealer at Ste. Pierre, has sold out in that town to the Carey Lumber & Implement Co.

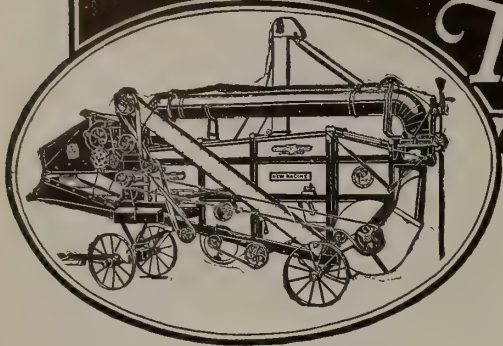
In a recent fire at Beausejour, the implement warehouse of Kaszowski & Strecker was destroyed. The loss is covered by insurance.

Roy Linton has taken a partner into his automobile business at Eden. The firm now operates as Linton & Landgren.

Bennett & Littlejohn, dealers at Forget, have sold out to the Creelman Motor & Tractor Co., Ltd.

Henry & Walker, implement dealers at Vulcan, have dissolved partnership. Mr. Walker will continue the business.

NEW RACINE Thresher



Business Getters

The New Racine Thresher line is a business getter. Farmers everywhere are sensing the need of threshing their grain when market, labor, and weather conditions are right.

The farmer is ready. He is tired of waiting and expensive delays. It is your opportunity. The New Racine handle.

Thresher is suited to whatever small type of tractor you may handle. Built in two sizes for individual and neighborhood threshing. Steel sides—wood frame—no sag or sway. Channel steel axles and wide wheels make soft or rough going easy.

Information gladly furnished to dealers who are interested in promoting their own interests as well as that of their neighbors. Better write today.

Belle City Manufacturing Co.
Racine, Wisconsin, U. S. A.

Two sizes—20"x32" for two plow tractors, capacity 40-70 bu. wheat per hour—24"x40" for larger tractors, capacity 50-90 bu. wheat per hour. Both sizes ideal for individual and neighborhood threshing. Threshes any grain.

When writing advertisers, say that you saw it in
"Canadian Farm Implements"

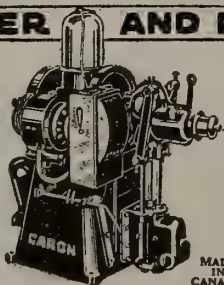
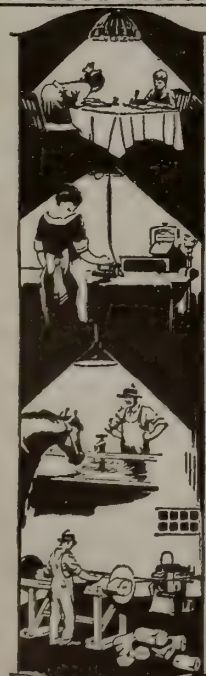
Wanted— LOCAL REPRESENTATIVES

WE want to secure active and reliable agents in Western Canada, who have faith in the future of the Farm Lighting, Water and Power business and who realize the sales possibilities of a Plant that is backed by a guarantee of performance and service at a price that means real economy.

The Caron Agency will prove a valuable franchise to those who secure it. The Caron Plant is the easiest selling proposition on the market, and means a good profit to the dealer and satisfaction to the customer.

CARON

LIGHT WATER AND POWER PLANT



More than a
Lighting Plant.
An improved Farm Engine.
A Water Supply System.
Electric Light and Power.
Separate or all combined.

MADE
IN
CANADA

The Caron (Patented) Valveless Engine

The greatest improvement in gas engines in recent years. Only 3 moving parts—others have 27—No Valves, Gears or Springs to give trouble. Starts and stops at the touch of a button. Supplies bright Electric Light and Power, also plenty of fresh, running water. Operates Cream Separator and Vacuum Pump for milker direct from engine. Also furnishes Belt Power for wood-saw, grinder, churn, etc. All from one Unit.

You can start with the Caron 3 H.P. Engine, at \$147.00. The other units can be added later at a reasonable cost.

No other Farm Power Plant offers the above features and such dependable and economical service as the Caron. You should know more about this wonderful Plant.

EASY TERMS IF DESIRED.

Write for Free Descriptive Booklet.

CARON BROTHERS, INC.
233 to 239 BLEURY STREET, MONTREAL.

Tyerman Bros. are now in the car and tractor business at Valparaiso.

W. N. Robertson, manager of Robinson-Alamo, Ltd., Winnipeg, spent some time in the territory visiting dealers last month.

L. Campbell and L. C. R. Smith, implement dealers at Melfort and Star City, have dissolved partnership.

Recently a service school was held at Oxdrift, Ont., in the store of F. T. Brignall, dealer for the Case T. M. Co. in that village.

Vonderloh Bros. have sold their garage business at Lockwood to H. G. Rote, who is installing new equipment.

The Sinclair Garage, Sinclair, report a good outlook for tractor trade this year, with several nice prospects in their territory.

Dupre & Herbert, automobile dealers at Wainwright, have dissolved partnership. A. Dupre continues the business.

It is reported that Edwards & King, implement dealers at Odessa, have closed their branch at Davin.

Donald McRae, implement dealer in Prince Albert, has sold out in that town to Marshall Esplen.

W. R. Cole, manager of the Robt. Bell Engine & Thresher Co., Winnipeg, recently returned from a visit to the Regina branch of the company.

Longley & Delamere, implement dealers in Prince Albert, have dissolved partnership. Albert E. Delamere will continue the business.

K. N. Forbes, manager of the Winnipeg branch of the Canadian Fairbanks Morse Co., recently returned from a visit to the western branches of the company.

D. N. Jamieson, western manager of the R. A. Lister Co. of Canada, is at present on a visit to the head office and factory of his company, at Hamilton, Ont.

F. N. McDonald, manager of the F. N. McDonald Co., Winnipeg, spent a week in Manitoba territory visiting the trade the latter part of May.

C. Brittain, vice-president in charge of sales of the Canadian Fairbanks-Morse Co., Ltd., recently visited the Western branches of the company.

The Great West Saddlery Co., Winnipeg, report a very heavy demand for harness this season. They have been working overtime filling orders.

During a fire at Ridgeville, Man., on May 28, the garage and implement warehouse of W. H. Post was destroyed, and the implement warehouse of H. Mew was also razed.

J. and P. Klassen have discontinued their harness store at Wyndmark. In the same town P. G. Leoppky has sold his auto business to J. Kroeker.

LeLacheur & Greig, implement and automobile dealers at Humboldt, have dissolved partnership. William Greig will continue the business.

C. R. Hughes who has been an automobile dealer and repair man at Nunson for some years, has sold out to L. C. Jackson, and has moved to Drumheller.

G. Edginton, tractor and thresher dealer at Naicam, reports a great improvement in prospects this season as compared with last year.

Implement dealers at Lewvan report a good trade this spring and believe that improved business will show in harvesting machine lines.

G. Tetrault, St. Pierre, has taken on the Massey-Harris agency in that centre and has added equipment to his auto and tractor repair shop.

W. B. Brown, dealer at Warner, states that spring business was fair, with a satisfactory demand for plows and seeders. He is selling on a cash basis.

R. Johnstone, implement dealer and garage owner at Minnetonka, suffered fire loss in his store recently. The damage was fully covered by insurance.

Harman & Watt, implement and harness dealers at Castor, have dissolved partnership. F. G. Harman now controls the business.

G. Thorliefson, implement dealer at Langruth, has taken a partner in his business. The sign now reads "Thorliefson & Finn-bagossou."

McIntyre & Bailey, implement dealers at Watson, have discontinued operations in that town. J. A. Vossen has sold his implement business in the same centre to E. H. Koppen.

Ward & Gorrage are now Cockshutt dealers at Plumas, and are agents for the British American Oil Co. In the same town the Plumas garage has re-opened for business.

Ira T. Peacock, who has been manager of the Winnipeg branch of the Canadian Oil Companies, Ltd., for the past sixteen years, has been transferred to the Calgary branch where he will occupy a similar position.

P. P. Adams and John Wall have taken the agency for the McCormick-Deering line at Menomon. In the same centre Elliott & Co. are handling Cockshutt and Deere implements, and a line of cars.

Are You Fully Armed for the Big Hay Crop?



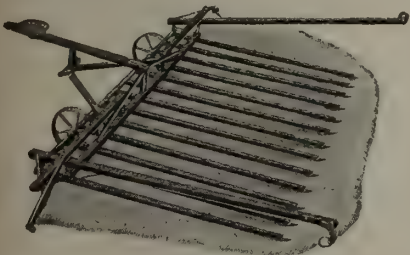
John Deere High Lift Mowers Model Nos. 1 and 2

EVERYONE WHO KNOWS THEM SAYS THEY ARE SIMPLER, CUT BETTER AND LAST LONGER THAN THE AVERAGE MOWER.

They are easy to operate. Balanced Drive Gears eliminate side strain, undue wear and guarantee delivery of maximum power to the knife.

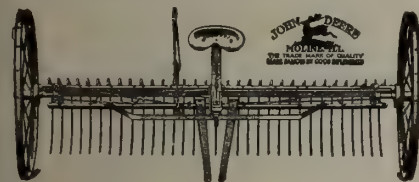
Cutter-bar adjustments quickly and easily made and nothing more easy than re-centering the knife. FLOATING FLEXIBLE CUTTER BAR is exceptionally flexible, giving great freedom and facility of movement over rough land or in cutting the roadside weed crop.

HIGH EASY LIFT—so easy that a boy can operate it. This is positively the finest mower you can handle.



Dain Truss Frame Sweep Rake

The rake of all rakes for a real day's work, handling large quantities easily and quickly. Finest quality material only used. Teeth are of genuine long-leaf yellow pine. There is nothing like it for strength and flexibility. Tongues are set at an angle to the rake so that the horses cannot be injured by the teeth. Rakehead is twelve feet wide and teeth are eight feet long. The implement is sufficiently braced to carry large quantities of hay without sagging between the wheels.



John Deere Sulky Rake

Will do first-class work over a greater term of years and with less repair expense than the ordinary hay rake for the following reasons:—It is simple in design and has fewer parts than any other rake. The important working parts that are subject to wear are reversible and inter-changeable, increasing greatly the life of these parts. Operator has complete control of the machine and can meet instantly all field conditions.

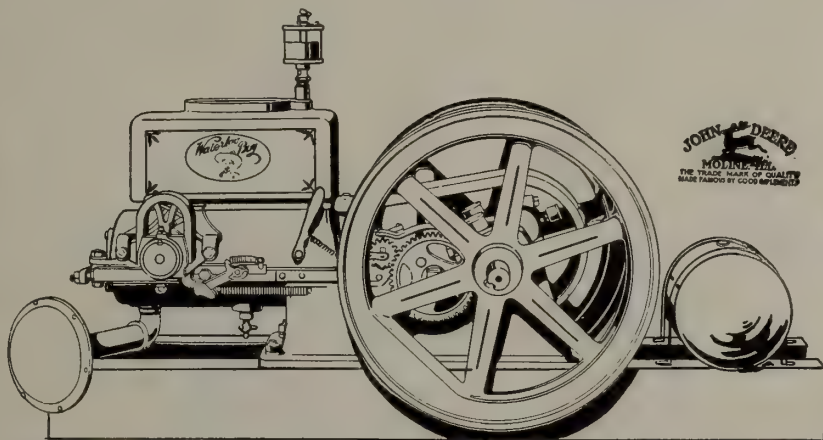
Get our complete illustrated literature with full descriptive details

John Deere Dain Hay Loader

One of the most profitable investments you can offer to any farmer. It pushes the hay so far forward on the load; one man only—the driver—is required. The strokes of the rakes overlap—practically raking the ground twice. All the clean hay is picked up without the trash.

Easy on the horses and smooth running without the jerks or jumps or the jarring movements common to many loaders.

Exclusive features:—Hinged spring-adjusted swath-board; malleable one-piece self-cleaning ground rakes, independent raker bars adjusting to light swath or heavy windrow, straight chain drive geared at proper speed for perfect work.

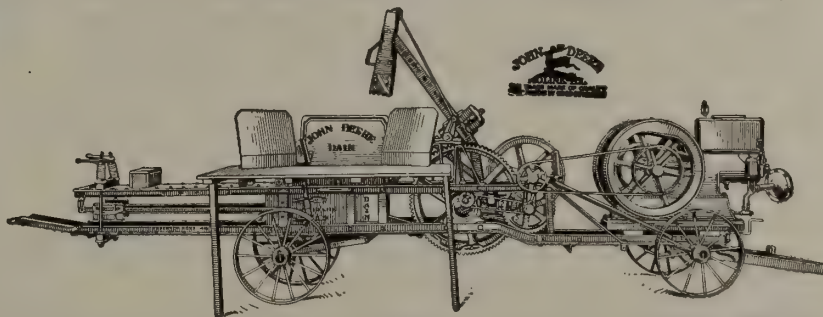


Waterloo Boy HIT - AND MISS Gasoline Engine (A NEW MODEL)

An engine that has never failed to give unbounded satisfaction wherever it has been tried out. It is extremely simple, easy to understand and operate; free from complicated construction and adjustments. Over twenty-five years of farm engine building experience is at the back of the New Model Hit and Miss Waterloo Boy.

Simple mixer of the suction type greatly economises on the fuel. Equipped with high class magneto, giving a hot, fat spark and insuring proper ignition under all variations in speed of engine.

Simple Governor and Speed Control by which the speed can be regulated to operate the driven machine at required capacity and speed. LET US GIVE YOU COMPLETE INFORMATION ABOUT THIS WONDERFUL ENGINE.

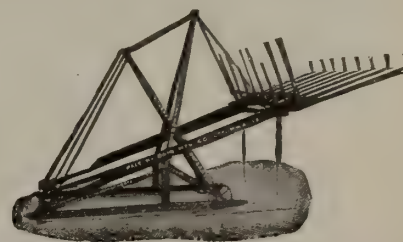


John Deere Dain Motor Press With or Without Engine Extension

The press with eccentric gears, giving vastly increased power. The gears are mounted off-centre on the main bearings. This gives the feeder more time to place a charge in the press because the plunger returns quickly on the idle stroke.

The self-feeder drives blocks and changes at slow speed, but has an unusually quick return and stands in the vertical position out of operator's way. The eccentric gear arrangement gives more leverage when required, thus promoting a more uniform application of power by the engine.

A really unique piece of haying equipment that the average hay-farmer cannot do without. Get full details.



John Deere Junior Mounted Stacker

The leading over-shot stacker on the market today. They deliver hay to centre of stack from bottom to top of stack. Junior lifts 500 to 750 pounds per load, building stacks 22 to 26 feet high.

Base is trussed like a bridge—strong and substantial. DOUBLE "A" FRAME HOIST makes the draft for lifting the load light and practically uniform at all points of elevation.

HOISTING ARMS braced and are adjustable to build stacks of various heights. They support the load at each side so that the head does not tilt or spill hay.

It will pay you to make an intimate acquaintance with this Stacker.



Deere Dain Two Horse Pull Power Press

An all-steel continuous travel, full-circle press. The plunger makes two strokes to each round of the team. Great capacity under proper handling. The PULL-POWER applied to the plunger is a direct "pull" instead of a "push." The press is built light and easy on transportation—can be set at centre of stack. Low step-over and many exclusive and convenient features that make this the most efficient horse-power press on the market today.

JOHN DEERE PLOW COMPANY LIMITED

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

LETHBRIDGE

A Pioneer Thresher and Implement Firm

The implement and thresher industry in Canada has seen many developments since 1845, when the firm of Matthew Moody & Sons Co. was established at Terrebonne, Quebec. This pioneer concern has been in operation continuously since that year, and turns out a complete line of farm machinery including mowers, grain binders, rakes, lever harrows, disc harrows, corn shellers, ensilage cutters, root cutters, manure spreaders, feed grinders, rollers, saws, seeders, etc. They

are also manufacturers of a complete line of threshing machines, and state that over 25,000 Moody threshers are in operation in Canada and the Eastern States.

Ottawa, Riviere du Loup, Roberval, Ste Joseph de Beauce, and in the Canadian West at Saskatoon and Edmonton. Their threshers have been sold in Western



Factories of Matthew Moody & Sons Co., Terrebonne, Quebec.

The company, whose general manager is F. W. Gigax, have branches at Montreal, Quebec,

Canada for some years, and will be shown, as aforetime, at the leading exhibitions this summer.

Mr. Gigax states that the capacity of the Moody plant is more than \$2,000,000 worth of farm equipment annually. Terrebonne is situated about 15 miles from Montreal on the main line of the C.P.R., and we show an illustration which gives some idea of the size of the plant. Stocks and machines, as well as a full line of repairs, are carried at all the branches of the company, which has on its payroll over one thousand people.

Their 22 x 36 "Victor" thresher is a popular line in the Western provinces, and can be operated by any 20 to 30 h.p. tractor. The company also carry in the West two smaller sizes of threshers. E. Ellwood, western manager, Saskatoon, states that dealers are showing a live interest in their line of threshers, for which territory is now being allotted.

Annual Report of Sawyer-Massey Company

The financial report of the Sawyer-Massey Co., Ltd., Hamilton, Ont., for the year ending November 30, 1922, shows gross profits of only \$19,155 as compared with \$69,847 in 1921 and \$133,792 in 1920. After payment of bond interest and amortization of bond flotation expense there was a deficit for the year of \$7,196, which compares with profits of \$6,275 in 1921 and \$100,967 in 1920.

Special provision of \$130,000 for possible shrinkage in collection of notes brought the debit balance of profit and loss account from \$342,923 to \$480,119. Net working capital is also lower, standing at \$677,635 as against \$874,561 in 1921 and \$1,017,183 in 1920.

In his report to shareholders, H. W. Hutchinson, vice-president, pointed out that the past two years had been very trying for the implement and thresher industry. In connection with provision against possible losses in receivables, it was shown that 80 per cent. of notes and accounts receivable are owing by farmers in Western Canada; where 65 per cent. of the company's aggregate business is done.

Farmer Injured by Tractor

A report from Elphinstone, Man., states that E. Gukie, a farmer near Glenforsa station, plowing on May 11, was pinned under his Fordson tractor, which overturned upon him. He was crushed beneath the tractor for two hours, and when found was in a serious condition.

When stage fright enters the brain orders fly out the window.



E-B Osborne Reputation is a Sales Asset Worth Cashing In On

There isn't a line of implements made that has a better reputation than E-B Osborne Harvesting Machines—Grain Binders, Reapers, and Corn Binders. The name "Osborne" on a harvesting machine has been a guarantee of exceptional crop-saving performance and trouble-free service for more years than you can remember. E-B Osborne reputation is a sales asset that you can profitably cash in on.

A Few Superior Features of E-B Osborne Grain Binders

The strong, Z-shaped cutter-bar can be set close to the ground and reel is quickly adjusted to push grain onto platform, regardless of length or condition.

Platform canvas automatically straightens grain before it reaches elevator and grain up to 60 in. long lies straight on binder deck, which has liberal clearance to prevent clogging.

Compressor is quickly set for tying either large or small bundles.

Band may be placed anywhere from 7 to 24 inches from butt.

All bundles uniform, with square, clean butts.

Don't wait until the harvest before ordering those extra binders you know you will need if there is any kind of a crop in your neighborhood. Order now! Be prepared.

Emerson-Brantingham Implement Company

Business Founded 1852

INCORPORATED

Rockford, Illinois

Branches and Distributing Points at: Regina, Winnipeg, Saskatoon and Edmonton



Sell Oil the Safe, Easy Way

DO YOU still sell oil in the old difficult way? Or have you, like so many other implement dealers, turned over the troubles and problems of your oil business to the Imperial Polarine Chart of recommendations?

The 1923 Chart is more than ever the dependable guide by which you too, may correctly sell oil to your trade. It specifies the right grade of Imperial Polarine Motor Oils for every make and model of automobile, truck and tractor. Its recommendations are the result of thorough and exacting investigations by our expert lubrication engineers. It is complete, up-to-date and mistake-proof.

The Imperial Chart of Recommendations, backed up by the complete Imperial Polarine line in the five grades, is ready to go to work for you any time you say the word.

Our salesman will be glad to furnish you with the 1923 Chart and other valuable dealer helps which will enable you to increase your sales of Imperial Polarine.

IMPERIAL OIL LIMITED

Executive Reports High Production Cost in Implement Manufacture

According to evidence given before the special agricultural committee at Ottawa, by Thomas Bradshaw, general manager of the Massey-Harris Company, increases in the cost of materials, labor and freight rates were largely responsible for the increased prices of farm machinery.

It was pointed out by Mr. Bradshaw that during 1922 binders were sold at a net approximate loss of \$68 each, while conditions in 1921 has been equally unsatisfactory. For the past year the company's plants had been operating at but one-third capacity, yet expenses remained in many respects as high as when full capacity was being produced.

According to Mr. Bradshaw, plant equipment had increased in price from 80 to 127 per cent.; labor costs 113 per cent., and freight charges 44 per cent. since 1913. Another factor which affected the business was the tie-up of capital. At the commencement of May, farmers owed the Massey-Harris company eight million dollars, on which the average rate of interest was 7½ per cent. The company made more profit from export trade than from Canadian sales. Prices paid abroad for implements by the farmers were higher than in Canada. Farm machinery, according to the witness, had increased in price in Canada by 64 per cent. since 1915.

Comparing the Canadian and U.S. retail prices of machinery, Mr. Bradshaw declared that the U.S. market was flooded with

"bargain-priced" machinery due to over-production. Implement manufacturers were faced with the need of securing cash, and sold at a loss to secure revenue. He pointed out that his company had lost \$500,000 in 1922 and \$1,228,000 the previous year. "Manufacturers today are not working on cost," said Mr. Bradshaw, "they are going on faith. Material prices are so variable that manufacturers could hardly figure production cost."

Other Commodities Cost More

Mr. Bradshaw said that while farm implements had increased in price by 64 per cent. since 1913, other commodities which the farmer must buy showed greater increases. Percentage increases quoted were: Clothing, 76 per cent.; hardware, 86; lumber, 79, and miscellaneous, 89 per cent.

A western member, T. Sales, Saltcoats, asked if the Massey-Harris Company, along with others, had refused to sell to the United Grain Growers. "Yes," concurred Mr. Bradshaw, the Massey-Harris company, he said, had during 70 years built up a business of selling through its own agents direct to the consumer. "To have sold to the Grain Growers or other middlemen would 'spoil the whole of our agencies' organization and their agencies would be in competition with ours. If they had experienced the difficulties which they eventually did experience our industry would have been ruined and they could not still have continued in business."

Taking 14 farm implement companies, Mr. Bradshaw said that in 1922 these companies had suffered a loss of one-half of one per cent. on their investment.

Veteran Traveller Honored

A very pleasant function took place on May 8th at the office of the Cockshutt Plow Company, Winnipeg, when Mr. A. H. Ellis, a veteran traveller of the firm, was presented with a Silver Tea Service, on his return from the East with his bride, by the management, travellers and employees of their Western branches.

Mr. Cull made the presentation, and Mr. Ellis replied on behalf of Mrs. Ellis and himself, expressing their thanks to the Western Branch staffs.

Shea Visits West

Maurice P. Shea, sales manager of the light and power division of Caron Bros. Inc., Montreal, will visit the leading trade centres throughout the west during June. He will look over business conditions and make arrangements with the western sales representative Mr. Urquhart, for fall trade. Mr. Shea states that they have already appointed quite a number of agents in Western Canada.

Seven Sizes:
20x36, 24x36, 24x42,
28x42, 33x52, 36x56,
40x62



"Waterloo" Champion Separators Will Save Most Money for Your Customers

Their record, reputation and reliability brings business to the dealers handling them. For over 60 years they have lead for clean threshing, thorough work and grain saving. And you have a size to suit every tractor owner. Get our 1923 prices. Every Waterloo thresher sold will increase your prestige. Equipped with wind stacker, feeder, wagon loader and register, also with cross conveyor if desired.

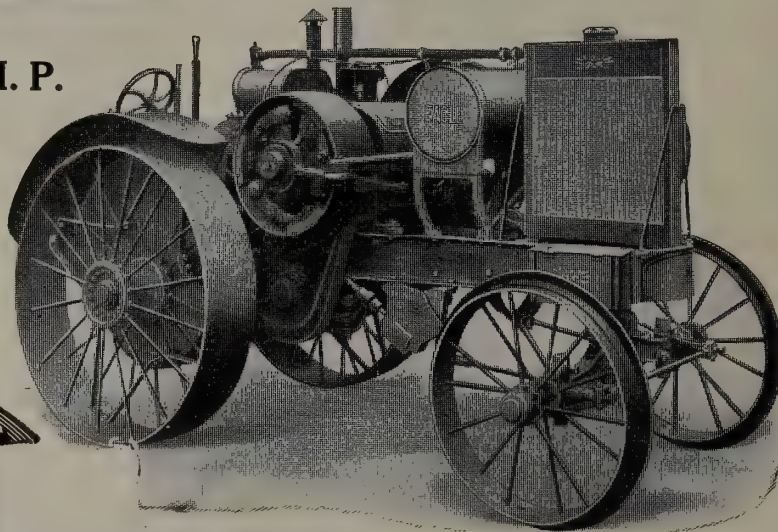
See Our Line at the Fairs

Our complete line will be displayed at the Exhibitions at **BRANDON, SASKATOON** and **REGINA**. We'll be glad to meet you at our stand. Bring in your prospects.

EAGLE TRACTORS 12-22 H. P. 16-30 H. P.

Thresher Orders Follow Tractor Sales

They give smooth, steady power for threshing and all belt jobs, and years of economical service. Simply built, trouble-free, have big surplus power. Use gasoline or kerosene in horizontal, heavy-duty, twin-cyl. motors. 12-22 is 7x8"; 16-30 is 8x8". Enclosed gearing; auto steering; Hyatt equipped. Motor Speed 450 Revs.



Heider Tractors

9-16 h.p. 12-30 h.p. 12-24 h.p. 18-36 h.p.

Note the two models. The 18-36 operates a 28-in. thresher to capacity. Every Heider has guaranteed surplus power. No transmission gears—7 speeds, forward or reverse, all with one motor speed. Our prices assure good business, and satisfactory sales.

Waterloo Steam Engines

In 16, 18, 22, and 25 h.p. Economical power for plowing, threshing and road work. Ask for prices and steam engine catalog.

We also distribute Rock Island tractor plows in 2, 3 and 4 C.T.X. bottoms, and the No. 38 tractor disc in 8 and 10 ft. sizes.



Our Prices will Interest You

Waterloo Manufacturing Co. Ltd. Portage la Prairie, Winnipeg, Regina, Saskatoon.



\$21.85

GUARANTEED 18 MONTHS

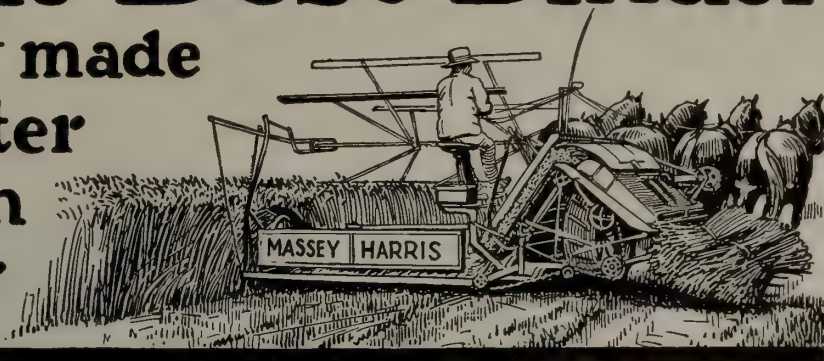
A High Grade Storage Battery at a Low Price

BREEN MOTOR CO. LTD.

WINNIPEG. MANITOBA.

The Best Binder

now made
better
than
ever



Recent additional features give the Massey-Harris increased harvesting ability: lighter draft: added conveniences in operation and lower up-keep cost in a binder that has established a reputation for using less twine than any other: a reputation for stamina: a reputation for low repair expense: and a reputation for ability to harvest all conditions of crops.

The Massey-Harris has more roller bearings than any other giving light draft: a stronger frame: new style effective canvas slackeners: a binding attachment and knotter that ties tighter sheaves: 70 different positions of the reel giving control over the most difficult crops are available: a table that cuts as low as within one inch of the ground; and workmanship and construction that assure long and satisfactory service with but little spent for repairs.

Harvest is the time when your customers cannot afford to take a chance. The Massey-Harris Binder - the best binder - is now made better than ever.

Cash in on the reputation and efficiency of Massey-Harris Binders this season. For details and dealers proposition, write the nearest Branch.

MASSEY-HARRIS CO., Limited

Established 1847—76 Years Ago

Winnipeg,	Brandon,	Regina,	Saskatoon,	Swift Current,	Yorkton,
Calgary,	Edmonton,	Toronto,	Montreal,	Moncton.	

The Massey-Harris Corn Binder is an efficient harvester for corn or sunflowers

A New Type of Feeder

The announcement made in our last issue that the Hart Grain Weigher Co., Peoria, Ill., have made arrangements for the distribution of the Hart new model self feeder in the Canadian West through the branches of the Canadian Avery Co., at Winnipeg, Regina and Edmonton is of especial interest as dealers will have an opportunity of seeing this new feeder in operation at the leading Western Exhibitions this summer.

The Hart Grain Weigher Co. are probably best known in the thresher field as the makers of

automatic registers, as they originated this type of machine and are furnishing it to practically all the threshing machine manufacturers in the world. The "Perfection" and "Hart Junior" registers are well-known to the dealers in this sales territory.

About ten years ago the Hart Grain Weigher Co. placed a self feeder on the market and three years ago came out with a new and improved machine, the Hart



The Hart New Model Self Feeder

New Model, which has proved so successful, say the manufacturers, that they are now adopted as regular equipment by many of the leading thresher companies. As every dealer is aware, a self feeder is one of the most important units

and practical features. In the first place, say the makers, the construction of the entire machine is such that on account of simplicity of the feeder with 14 foot carrier weighs considerably less and puts less strain on the separator than the old style short length carrier. The carrier is supported by means of a pipe and swinging link connection and may be almost instantly changed from the high to the low position without stopping the machine. There are no cranks, gears, sprockets, windlasses or other complicated parts. The carrier can be folded for transporting in less time than it takes to tell about it, and takes a very little room in front of the knives.

The 14 foot carrier has proven very popular for the reason that it extends practically the length of the rack and is much easier to pitch into, insuring more even feeding, and it can be lowered to within a few inches of the ground in ten seconds.

Regina Wholesalers Meet

Fourteen members of the Regina Wholesale Implement Association were present at the meeting of that organization, held on May 26th. Willys-Overland, Limited, were added to the membership.

The need for a postal sub-station in the wholesale district of the city was brought up, and a committee appointed to deal with the matter.

A meeting of the wholesale implement trade in Regina will be held during Exhibition week, and a luncheon will be held at the Fair Grounds on Thursday, August 2nd.

Officers of Alberta Wholesale Implement Association

The officers of the Calgary section of the Alberta Wholesale Implement Association for 1923 are as follows:

President — F. E. Spooner, Manager, International Harvester Co. of Canada.

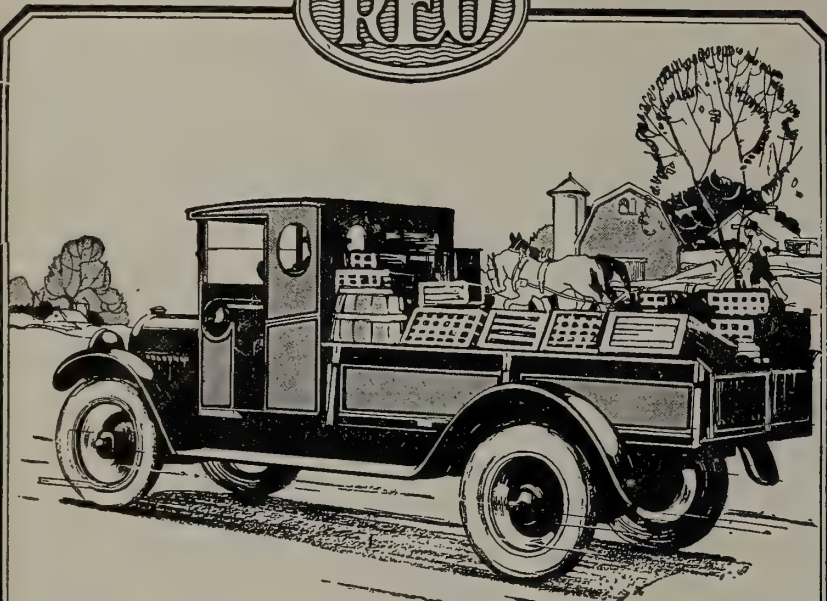
1st Vice-Pres.—A. W. Trickey, Manager, Massey-Harris Co., Ltd.

2nd Vice-Pres.—J. T. Atkinson, Manager, J. I. Case Threshing Machine Co.

Secy.-Treas. — W. E. Hall, United Grain Growers.

Executive Committee — O. S. Chapin, Motor Car Supply Co.; W. A. Cockshutt, Cockshutt Plow Co.; T. R. Scott, United Engines & Threshers; E. S. Witherspoon, Aultman & Taylor Co.; R. J. Balfour, Sawyer-Massey Co., Ltd.; W. E. Underwood, John Deere Plow Co.

SPEED WAGON



EXACTLY FITTED TO THE BUSINESS OF FARMING

With more engine power than any other vehicle of its rated capacity, for fleetness and certainty of performance,—

With power units suspended in an inner-framed mounting, for protection against road shocks and for greater driving smoothness,—

With an entire chassis perfected by ten years of consistent usage, as assurance against experimental practices,—

With body convertibility making it readily adaptable to every class of farm service,—

With brute strength, remarkable simplicity and unusual accessibility to guarantee continuity of operation,—

And with pneumatic cord tires, electrical equipment and other factors making for completeness,—

The Speed Wagon is surely the most telling example of broad-gauged usefulness in the rural haulage field.

Twelve standard body styles. Capacity 500 to 2500 pounds.

*Designed and Manufactured in the Big
Reo Shops,—Not Assembled*

*Dealers make money selling Speed Wagons, because
there is practically no service expense. Your Territory
may be Open—Write us.*

REO MOTOR CAR COMPANY OF CANADA, LTD.

Windsor, Ontario



H. A. COFFMAN
Secretary, Hart Grain Weigher Co.

in a threshing outfit. No separator, no matter how good it may be, will do good work and save all the grain unless it is properly fed. A good self feeder makes a poor separator good, and a good separator better.

The Hart New Model is furnished with either 9 foot or 14 foot carrier. However, the 14 foot folding carrier embodies new

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

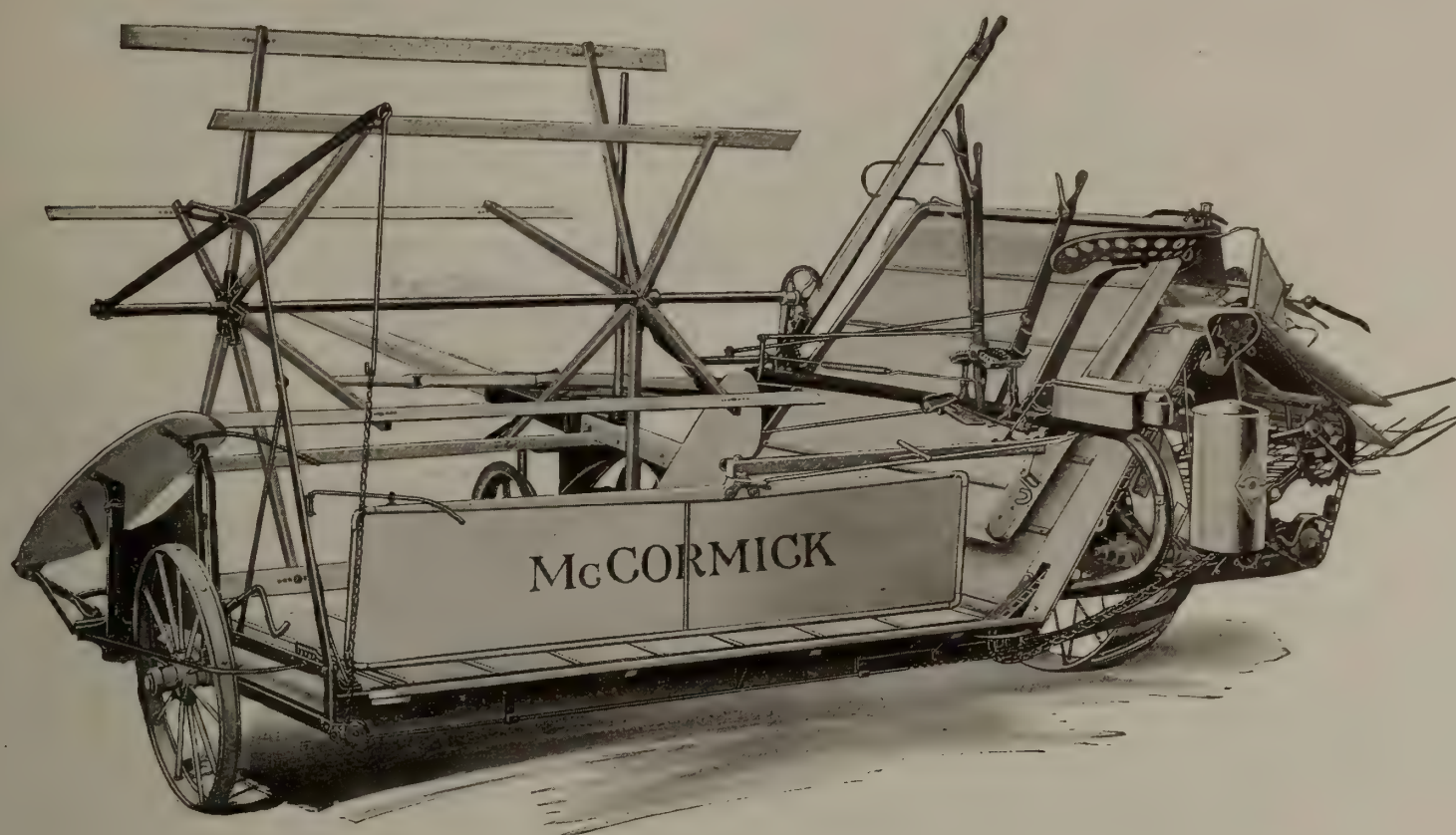
We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2½ qt. bags.

Write for Dealers terms and prices.
Strictly wholesale.

North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0
Square Head



Make 1923 the Year of Binder Revival!

THE McCormick-Deering dealer does not have to be told that the nation is hundreds of thousands of binders short of normal requirements. On every dealer's territory are many worn-out binders that barely managed to pull through the 1922 season. Repaired to the limit, they have lasted the maximum number of years. It is the poorest kind of economy for the owner to try to fix up a really worn-out machine.

The difficulties that have held back buyers during the past few years have played into your hands for this season. The dealer who starts *now* and uses all the resources at his command can create a regular binder sales revival on his territory this year.

As you make your hundreds of contracts with farmers between now and harvest, keep

the binder subject in the foreground. Keep constantly before prospect's eyes the many important features in the improved McCormick or Deering grain binder.

On your many trips out to the farms—via Red Baby or otherwise—make it your business to keep posted. Spot the worn-out binders and point out the factors of economy and satisfaction in the new machines.

Wherever there is a tractor, tie it up with power harvesting. Discuss tractor hitches. When there is power enough, prove the value of the larger units and 2-binder outfits. Sell your prospects this year and make it a year of binder revival in earnest.

INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

HAMILTON CANADA

When you are out selling binders always remember to ask if your Customer has his McCormick, Deering or International Binder Twine supply ordered. Now is the time to sell the good brands of "Big Ball" Twine.



Advance-Rumely Have Ball-Bearing Silo Filler

Annular ball bearings on the fly wheel shaft, thoroughly enclosed gears and a solid steel plate, accurately balanced fly wheel are some of the improvements on the new No. 16 silo filler just announced by the Advance-Rumely Thresher Company, Inc., LaPorte, Ind.

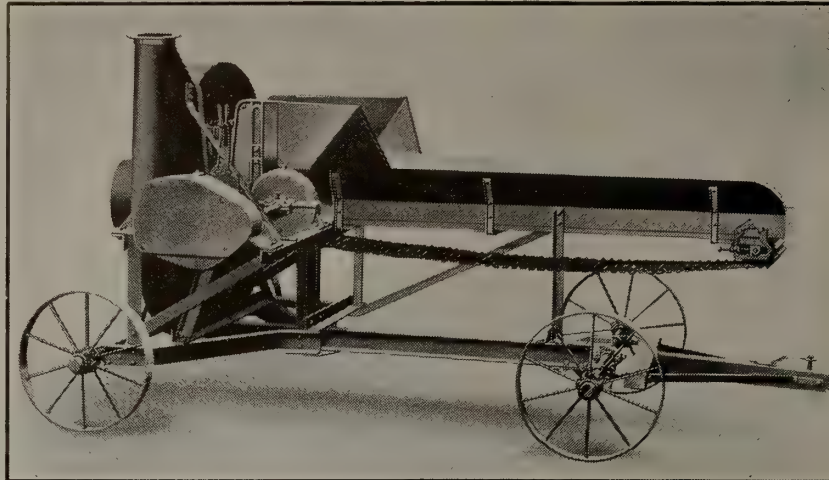
The construction of the fly wheel, say the manufacturers, is one of the unusual features of this silo filler. It is made of steel plate $\frac{3}{4}$ " thick, hot riveted to a wide hub flange. Six fan blades with steel facing and malleable brackets are hot riveted to the edge of the fly wheel. Three cutting knives are securely bolted to this accurately balanced fly wheel. It is mounted on annular ball bearings, enclosed in dust tight cases.

The fly wheel, together with fan blades and cutting knives, weighs 420 lbs. When in motion the momentum is so great the toughest silage is cut with surprising

ease. All gears are enclosed and run in oil.

Three lengths of cut can be secured by a simple change in the combination of the gears in the

A single lever controls the forward and reverse motion of the feed rolls. The upper roll adjusts itself automatically and presses it down into a compact mass. This



Left Hand Side View of the Advance-Rumely No. 16 Silo Filler.

gear box providing for $\frac{1}{4}$ ", $\frac{1}{2}$ " and 1" cut. By an ingenious combination of gears, only one extra gear is required to secure all three lengths of cut. The self-feeding attachment consists of a steel apron mounted on two steel chains and two large feed rolls.

assures a steady even flow of fodder to the cutting mechanism. The steel construction means rigidity and long life.

Every important part of the cutter is made of steel. The frame is built up of structural steel shapes with hot riveted joints

thoroughly braced at the corner. The wheels and axles are of steel, the blower housing is flanged and spot welded at the joints and carefully fitted together. The spout, made of heavy sheet steel, is bolted to the frame and can be quickly removed if necessary. The upper part of the housing is also of heavy sheet steel.

Developing the Hemp Twine Industry

The recent Fielding budget provides for a bounty of $1\frac{1}{2}$ cents per pound on twine made from Canadian grown hemp, such amount to be gradually reduced to zero in five years. It also provides for the free entry of hemp seed.

W. Coote, M.P., in Ulster parliament and connected with the cordage industry in North Ireland, spent several weeks in Ottawa conferring with the government regarding establishing a binder twine and cordage factory in Winnipeg for the utilization of Canadian grown hemp. He stated that approximately \$5,000,000 in British capital was available for the industry, granting satisfactory terms being secured.

Col. W. Grassie, Winnipeg, negotiated with Old Country interests for the establishment of a twine and rope factory in Manitoba. The point was stressed at Ottawa that Canada imports each year about \$16,000,000 of binder twine free of duty. In his investigation at Ottawa, Mr. Coote pointed out that the proposed company must invest half of its capital before it can produce and earn the bounty. The company, he says, must take all the risk of an experimental proposition, and the government none.

Should satisfactory arrangements be made with the government it is the purpose of the company to establish branches in each of the western provinces.

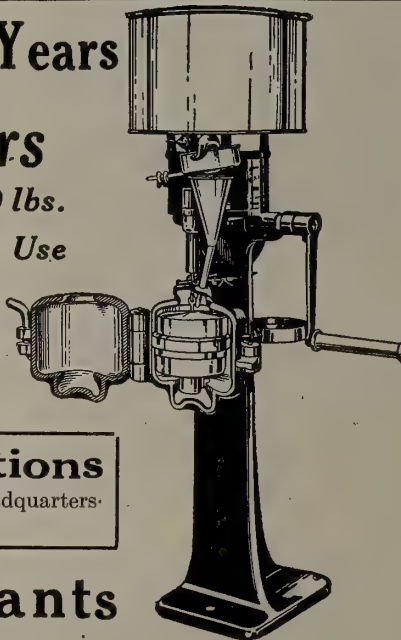
Leaders, the World Over, for Forty Years

Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs.

Without Equal—Over a Million now in Use

Sell the original and genuine Melotte—King of cream separators after nearly 40 years on the market. Over 100,000 Melottes are in use in Canada alone. Their self-balancing, frictionless bowl skims closer than any other. It pays the farmer to own the Melotte. Easily cleaned—easily driven.



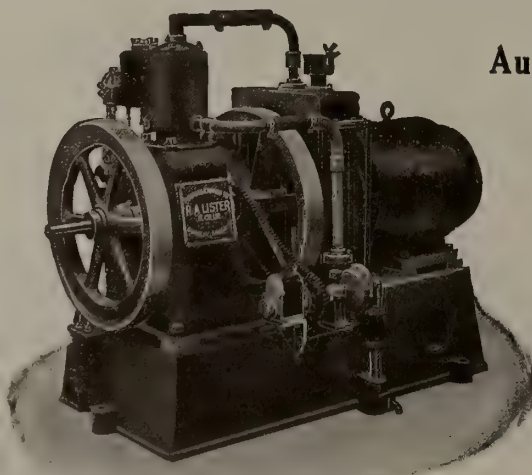
Visit the Lister Display at the Exhibitions

See our complete line at Brandon and Calgary Fairs. Make our Stand your headquarters. Bring in your prospects for Lister machines.

Lister Power and Light Plants

From 40 to 1,000 Light Capacity "LISTER-BRUSTON"

Direct-coupled, radiator cooled, with a size to meet every demand for farm, store, hall, church or school lighting. Driven by the famous Lister engine; high tension ignition; automatic lubrication. British built, shunt-wound dynamos.



Automatic, Semi-Automatic and Non-Automatic "LISTER-PHELPS"

Made in two sizes, 1000 and 1500 watts capacity. Guaranteed to supply 50 or 75 lights without battery. No switchboard. A lever starts or stops motor, cutting out battery and delivering $3\frac{1}{2}$ h.p. to power pulley. Use gasoline, kerosene or distillate.

The Complete Lister Line includes: "Lister," "Canuck" and "Magnet" Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte," "Lister-Premier" and "Magnet" Cream Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, Etc.

R. A. LISTER & CO. (Canada) LTD.
Winnipeg, Man. Hamilton, Ont.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?
If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

A New Sub-Seeding Drill

J. A. Mitchell, Lawson, Sask., has invented a sub-seeder which works on the same principle as a duckfoot cultivator, only the sweeps are entirely closed in. He believes that the principle involved will eliminate the damage incident to soil drifting after seeding.

This seeder broadcasts the seed under the ground. The shoes on the ordinary grain drill are removed and half the number of subs are put in their place. Half of the holes in the drill are blocked and the drill regulated to seed double the amount. A sub that has a width of eight inches is claimed to broadcast 8 inches of that width. Mr. Mitchell says, "I can spread the seed over a growing space of 70 inches out of a possible 114 inches which is the width of a twenty shoe drill. The ordinary method spreads the seed 20 inches of the 114 inch width. I have seeded 75 acres of summer-fallow stubble with it and it works perfectly."

Shipping in Binder Twine

The first shipment of binder twine for the Western Canadian harvest in 1923 was unloaded May 7th at Port Arthur, Ont. The steamer Kearsage docked

with 151,536 bales representing 7,576,800 pounds. The cargo is valued at \$800,000 and the owners, the International Harvester company pays the department of customs and excise \$29,000 in sales tax.

U.S. Financiers Will Visit Winnipeg

C. L. Clark, manager of the Canadian Hardware & Implement Underwriters, Winnipeg, who handle fire insurance for the trade, reports that Winnipeg will be visited by a party of financial men from Minnesota, Wisconsin, and other states who are interested in mutual fire insurance.

The party will be headed by Charles Ladner of St. Cloud, Minnesota, president of the Retail Hardware Mutual Fire of Minnesota, C. P. Schlaefer, of Appleton, Wisconsin, president

of the Hardware Dealers' Mutual Fire, of Wisconsin, and F. J. Lake, of Centre City, president of the Minnesota Implement Mutual Fire of Minnesota. There will be thirty-five directors of these companies in the group of visitors.

The business of the Winnipeg concern was established in 1920, and in 1922 the Canadian company had a premium income of \$317,350 with a loss ratio of 42 per cent., and an expense ratio of 20 per cent. For the first five months of the present year the premium income has been \$195,000 as compared with \$130,000 last year. The expense ratio has been 16 per cent. and the loss ratio 35 per cent.

You can't be sure of anything unless you have a pre-conceived idea of what you want to be sure about.

Younggreen With Advertising Agency

Charles C. Younggreen, who has been director of Advertising and Publicity of the J. I. Case Plow Works Company, of Racine, Wisconsin, has resigned to accept the position of Vice-President, with the Klau-Van-Pieterse-Dunlap Advertising Agency, of Milwaukee, Wisconsin.

Mr. Younggreen will have charge of the plow company's account in his new post. He has had a wide experience in the publishing and advertising field.

I. H. C. Opens New Contest

Again the International Harvester Co. have set aside a total of \$31,000 for McCormick-Deering dealers who will take part in a new "Red Baby" contest. Thirty-one \$1,000 prizes will go to the

It Will Help You Make Money, Too!

Tests prove that The Grain Saving Wind Stackers in use save at least five million bushels of grain each year that would otherwise be wasted—blown to the stack and lost.

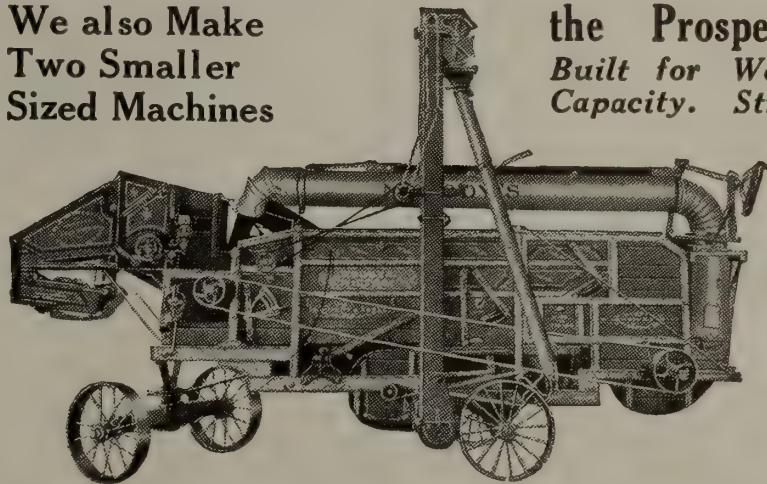
Thus, The Grain Saving Wind Stacker is making thousands of dollars for farmers and threshermen each year, by what it saves for them. And it will help you make money, too, Mr. Dealer, if you insist upon having it on the threshing machines you sell.

Manufacturers supply this stacker. Thousands are in use. Demand The Grain Saving Wind Stacker—and accept no other.

INDIANA MANUFACTURING CO.
INDIANAPOLIS, U. S. A.

THE
GRAIN-SAVING
Wind Stacker

For Permanent Profits and Prestige It Pays Dealers to Handle MOODY THRESHERS The Moody "Victor" 22x36 will Satisfy We also Make Two Smaller Sized Machines the Prospects in Your District Built for Western Conditions. Great Capacity. Strong. Easy Running.



It Gets All the Grain There Is!

No farmer will willingly lessen the profits of his whole year's work by inefficient threshing. You have scores of sales arguments with the Moody "Victor" 22x36. They have inbuilt quality in every part, and do splendid work under the most adverse conditions. Strong, balanced cylinder runs on wide bearings. Practically vibrationless. The special grain tray with adjustable chaffer controls flow of grain to sieves, giving exact distribution. The design of decks gives greater space for straw, hence bigger capacity and higher efficiency. The New Moody Self Feeder is finely governed and never clogs. They clean the grain ready for market, last for years and have every improvement known to separator design.

**Ask the Nearest Branch for Price,
Particulars and Sales Offer.**

The Matthew Moody & Sons Company

Head Office and Factory: TERREBONNE, Que.
Western Branches: SASKATOON, Sask; EDMONTON, Alta.

There are approximately 40,000 tractors owned by farmers in Western Canada, of which roughly 45 per cent develop 20 to 30 H.P. on the belt. All around you are tractor owners who are live prospects for the Moody "Victor" 22x36. Its great strength, rigidity of frame, long life, and proven efficiency in handling the crop will appeal to every farmer who wants real value at a reasonable price.

**Any 20 to 30 H.P.
Tractor operates it.**

See The "Victor" 22x36 at the Exhibitions.

We will display our Moody "Victor" 22x36 and other sizes, at the Summer Exhibitions at

Edmonton and Saskatoon

Pay us a visit. Convince yourself of Moody superiority and value. Bring in your prospects, or send their names. We'll co-operate with you in closing sales.

U.S. dealers who produce the largest percentages of increased business in their territories.

To qualify the dealer must operate this year for six months or more at least one special Red Baby speed truck purchased either in 1922 or 1923.

The prize will finally go to that Red Baby dealer in each district who increases, by the greatest percentage over his base, his volume of sales of all of the items in the McCormick-Deering fifty-four lines.

In Charge of Implement Section of R.M.A.

The Saskatchewan Retail Merchants' Association, Saskatoon, announces that James B. Art has been appointed secretary of the implement and automobile trade section of the organization. Mr. Art was born in Prince Albert and was educated in Saskatoon. He was engaged in the implement business for a considerable time, later being connected with the Ford Motor Co. of Canada, at their Saskatoon branch. Since 1919 he has been with the wholesale firm of Campbell, Wilson & Millar, Saskatoon.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

J. W., Man.—The Avery corn plow is not handled in Canada. For parts address the B. F. Avery and Sons Co., Minneapolis, Minn.

F. P., Man.—Parts for the Verity plow can be had from the nearest branch of the Massey-Harris Company. Repairs for the Waterloo Boy tractor are stocked by all branches of the John Deere Plow Co. For repairs for Perrin plows, write the Tudhope Anderson Co., Winnipeg.

P. A. H., Sask.—There is no 14 inch gang plow known as the "Stavanna". Do you not mean the "Stawana," which is an obsolete model. You can get repairs, however, from the Racine Sattley Co., Springfield, Ill., U. S. A.

R. B., Alta.—The disc harrow with boxing numbered P821 is a McCormick or Osborne disc. You can get repair from the nearest branch of the International Harvester Company.

D. McP., Sask.—Casting R239C is for an Acme No. 2 Hay Stacker. This line is not sold in Canada. Write the Acme Harvesting Machine Co., Peoria, Ill., for parts.

J. H., Man.—The plowshare marked with letter "P" is for a Massey-Harris plow. Address the nearest branch of that company.

C. P. Co., Man.—There are no repairs for the Thomas hay rake carried in the Canadian West. Write to the Thomas Manufacturing Co., Springfield, Ohio.

G. A. W., Alta.—The casting for lever harrow K-262W is for the "Universal" harrow manufactured by Deere and Co., Moline, Ill. You can get part from the nearest branch of the John Deere Plow Co.

F. K., Sask.—The Parsons-Hawkeye Co., Newton, Iowa, were succeeded by the Maytag Company. For the repair mentioned write the Maytag Co., 181 Market St. E., Winnipeg.

A. W. B., Sask.—Repairs for a two-furrow Moline plow can be had from the John Watson Manfg. Co., 311 Chambers St., Winnipeg. You can get grate supports for a Fuller-Warren stove from the J. H. Ashdown Hardware Co., Winnipeg.

H. A., Man.—There are two makes of grinder known as the "Empire," one is manufactured by the Messenger Manfg. Co., Tatamy, Pa., U. S. A., the other by the Empire Manfg. Co., Quincy, Ill.

A. S., Alta.—This subscriber requires repairs for a 3 h p engine called the "Power King," serial number 2525. We have no record of this engine. Can any reader identify it?

C. A. M., Man.—Casting for eight-inch grinder, G20S is for a machine made by the Bauer Bros. Co., Springfield, Ohio. Write them direct for parts. Disc harrow with castings B655, B268 and B535 is a Moline type. The parts can be had from the John Watson Manfg. Co., Winnipeg, Man.

E. J. F., Sask.—We are advised by the T. E. Bissell Co., Elora, Ont., that the boxing for harrow marked "A" is for a "Bissell" 12 or 14 plate type, Eastern weight. It has never been sold in the West. Part can be had from the company at Elora.

B. & Son., Alta.—Repairs for a Studebaker farm wagon can be had from the Kentucky Wagon Manufacturing Co., Louisville, Ky., U. S. A.

A. D., Man.—The "Imperial" grain drill was a type which was manufactured by the LaCrosse Plow Co., LaCrosse, Wis. Write them for parts.

J. M. M., Sask.—Parts for a "Galloway" cream separator can be had from the William Galloway Co. of Canada, 1650 Portage Ave., Winnipeg.

H. S. W., Alta.—Plow parts N13A, N10 and N11 are for a low lift sulky plow, the No. 3 "Quebec" sulky, manufactured by the Tudhope, Anderson Co., Orillia, Ont. Write the Winnipeg branch of the company, 725 Henry Ave., for parts.

P. H., Man.—The only repair source for repairs for the "Noxon" binder is R. Martens & Co., 7 Hanover St., New York City. The Jones hay rake, formerly manufactured by the Jones and Laughlin Co., is obsolete. Repairs can be had from the International Harvester Co., Chicago.

T. P., Sask.—Boxings for an old Fairchild buggy can be had only from Carriage Factories Ltd., Orillia, Ont. It will be advisable to forward them the

old boxings so as to assure getting the correct type.

W. R., Man.—The following firms are manufacturers of hand milking machines:—The N-U-Way milker Co., Syracuse, N. Y.; Starch Bros., La Crosse, Wis.; G. B. Miller Manfg. Co., Waterloo, Iowa; the Aspinwall-Drew Co., Jackson, Mich.; Mullins Manfg. Co., Brillon, Wis.; Burton-Page Co., Chicago, Ill.; Pine Tree Milking Machine Co., Chicago, Ill.; All-Rite Milker Co., Milwaukee, Wis.

J. A. W., Alta.—A brass coil intake valve spring for a 2½ h. p. "Bendix" engine can be had from the Manitoba Jobbing Co., Winnipeg, Man.

J. A. H., Sask.—The chain link for spreader, D138, is for a No. 40 Great West Manure Spreader manufactured by the Rock Island Plow Co., Rock Island, Ill. Write them direct for new links.

F. W. B., Sask.—Boxings for wheels for a Fuller & Johnson plow, with sand bands 2E30, can be had from the T. Eaton Co., Winnipeg, Man.

C. D. G., Man.—The spring tooth cultivator, with clip number C75, is an old type made by the Emerson-Brantingham Implement Company, Rockford, Ill. Write the factory direct.

J. A. McQ., Sask.—Repairs for the "Upsala" Swedish cream separator can be had by writing to the Anderson-Roe Company, Princess St., Winnipeg.

S. R., Sask.—The "Vermont" engine has never been sold in Western Canada. It is manufactured by the Vermont Farm Machine Co., at Bellows Falls, Vt.

R. A. G., Sask.—Parts H348 and H349 belong to a disc harrow made by the Northern Rock Island Plow Company, Minneapolis, Minn. Repair parts are not carried in the West.

Binder Twine Importations

During the fiscal year which ended March 31 last, Canada imported 46,758,792 pounds of binder twine, valued at \$7,368,892. In 1921 only 34,755,071 lbs. were imported. Of the 1922 importation, 46,651,936 lbs. came from the United States.

In the same period we exported 33,693 cwts. of binder twine, valued at \$431,128.

Early Publicity

Did you notice that when they discovered King Tut, they also exhumed a gold plated chariot. These ancient chariot manufacturers were long on quality production. The chariot had traveled, our antiquarian learns, 400,000 parasangs, on the original tires. The catalogue was discovered in the tool-box. "Just a real good chariot," it said.

"Star" Fitted Plowshares

For Quick Turn-over and Good Profits

Make your store local headquarters for this line. Star Shares are foremost in quality, fit, finish, satisfaction and sales. They assure the dealer a steady demand and nice net profits. Fit equally as well as the original share.



No Matter What Plow You Sell, You'll Find a Steady Demand For Star Shares



Finished complete with bolts, ready to attach to the plow. A reinforced landside on all shares strengthens the weld. Made from No. 1 Soft Centre and No. 2 Star Steels.

Ask for the Latest Lists. The Nearest Jobber can Supply You.

JOBBERS

Wilkinson - Kompass Ltd. Winnipeg

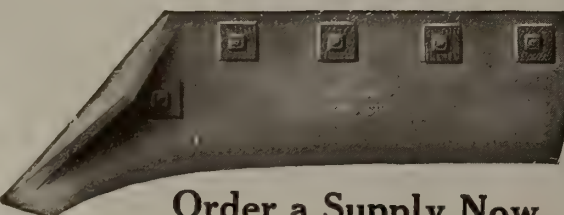
F. G. Wright & Co., Winnipeg

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary

Western Implements, Ltd. Regina

Metals Ltd., Calgary and Edmonton

Western Canada Hardware Co., Lethbridge



Order a Supply Now

There's a Star for practically every plow in use. They sell, satisfy, and assure you repeat orders. 1923 will be a big share year. Now is the time to lay in an assorted stock to supply local requirements. Get in touch with our nearest distributor.

Star Manufacturing Company

Carpentersville, Ill., U. S. A.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

Profit-Making Machinery Will Sell

Men in the business of farming are just as much concerned about profits as those who engage in the machine business or any other occupation. If they can be convinced that a machine will prove a profit-maker for them, they will invest. A dealer who knows the farmers of his district and is thoroughly familiar with their problems can benefit this year by the change taking place in farming methods.

In all parts of the West the farmers are turning to mixed farming as the solution of their problem of producing at a profit. Mixed farming means a variety of crops and more stock, both of which demand more machinery and equipment to handle them. Even in districts where mixed farming is not being generally adopted most farmers are improving their methods of cultivation. Better tillage calls for better implements and if your customers are trying to get along without improved machinery it is because of one of two reasons—either they have not the money to buy or they have not been convinced that buying would prove profitable.

In every district there are many farmers who can and will buy everything they need—but they must be shown their need. The dealer who knows how to prove his case, and realizes that implement prices are generally as low as they can be cut, can make sales this season by carefully selecting his prospects and studying their problems.

The firms listed below are confident that their products will prove profit-making investments and are backing their faith in their goods and this country by advertising to increase your sales.

April and May Advertisers

MACHINERY

Allen Double Rotary Harrow and Wonder Mowers,
Canadian Farm Implements Co., Ltd.
American Cream Separator,
American Separator Co.

Brantford Big Ball Binder Twine,
The Brantford Cordage Co., Ltd.

Burlington U-Bar Fence Posts,
Burlington Steel Co., Ltd.

Caron Light, Water & Power Plant,
Caron Bros., Inc.

Case Threshing Machines,
J. I. Case Threshing Machine Co.

Cater's Pumps,
H. Cater.

Clipping Machines,
Flexible Shaft Co., Ltd.

Cockshutt Plows,
Cockshutt Plow Co., Ltd.

Delco Lighting Plants,
Delco-Light Co. of Canada, Ltd.

E. B. Implements,
Emerson Brantingham Implement Co.

Empire Milking Machines,
Empire Cream Separator Co. of Canada, Ltd.

Grain Saving Wind Stacker,
Indiana Mfg. Co.

Gray Tractors,
The Gray Tractor Co. of Canada, Ltd.

Hart New Model Self Feeder,
Canadian Avery Co., Ltd.

Hart-Parr Tractors,
Hart-Parr Co.

Ideal Windmills and Concrete Mixers,
Goold Shapley & Muir Co., Ltd.

I. H. C. Big Ball Binder Twine,
International Harvester Co.

John Deere Implements,
John Deere Plow Co., Ltd.

London Engines,
The London Gas Power Co., Ltd.

London Gem Concrete Mixers,
London Concrete Machinery Co., Ltd.

McCormick-Deering Grain Drills,
International Harvester Co. of Can., Ltd.

Macartney Milking Machines,
The Macartney Milking Machine Co.

Magnet Cream Separators,
R. A. Lister Co. (Canada), Ltd.

Massey-Harris Implements,
Massey-Harris Co., Ltd.

Twin City Tractor,
Minneapolis Steel & Machinery Co. of Canada, Ltd.

New Racine Thresher,
Belle City Mfg. Co.

New "Z" Engine,
The Canadian Fairbanks-Morse Co., Ltd.

Oilpull Tractors,
Advance-Rumley Thresher Co., Inc.

Peerless Fence,
The Peerless Wire Fence Co., Ltd.

Planet Jr. Garden Tools,
S. L. Allen Co., Inc.

Red River Special Thresher,
Nichols & Shepard Co.

Round End Stock Tanks,
Metallic Roofing Co., Ltd.

Rotary Rod Weeder,
Rotary Rod Weeder Mfg. Co.

Toronto Windmills,
Ontario Wind Engine & Pump Co.

Type "B" Centrifugal Pump,
Riverside Iron Works, Ltd.

Vickers Crude Oil Engines,
Kipp-Kelly, Ltd.

Viking Cream Separator,
Cushman Farm Equipment Co., Ltd.

Waterloo Eagle and Heider Tractors,
The Waterloo Mfg. Co.

White Allwork Tractor,
The Geo. White & Sons Co., Ltd.

Wood Bros. Individual Separator,
Canadian Oliver Chilled Plow Works, Ltd.



**The Nor-West
Farmer**
The Pioneer
Farm Journal of
Western Canada

Winnipeg

::

Canada

GD



GRAND DETOUR TRACTOR PLOWS

The First Day

NOTICE
We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

WHEN a new plow gets going right the very first day out, it cuts its way into a soft spot in the farmer's heart—and there it sticks.

When you sell a Grand Detour you *know* you're selling "spot" satisfaction—a first-day, every-day service that has bound plowmen throughout the nation to Grand

Detour for more than three generations. That's because *each* Grand Detour leaves the factory as good as 85 years of plow-making skill can make it. And Grand Detours naturally build strong, lasting friendships between dealer and customer. Be sure of making friends and money this Fall by ordering your Grand Detours *now*.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by
J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis., and branches at Winnipeg and Brandon, Man., Regina and Saskatoon, Sask.
Toronto, Ont., Calgary and Edmonton, Alta.
ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind., and all branches AVERY CO., Peoria, Ill., and all branches

J.I.CASE THRESHING MACHINE CO., Inc.
DIXON, ILLINOIS • GRAND DETOUR PLOW DIVISION • EST. 1837

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 7

WINNIPEG, CANADA, JULY, 1923

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



Saving and Investing

"Investing" your money is a serious matter—not to be done in a hurry.

Think twice and ask advice before investing. Be guided by experience—preferably your banker's.

Successful investors always keep in close touch with their bank.

"Double your Savings; It CAN be Done."

UNION BANK OF CANADA

Head Office WINNIPEG

Burning \$8.00 Every Minute

Last year Canada's fire loss amounted to over \$45,745,000, so that every minute that passed saw over \$8.00 value destroyed.

This is an unenviable record, but shows that Fire Insurance is a duty, a business precaution you owe your store, stock and home. For over 16 years we have given Hardware and Implement Dealers Fire Protection at ONE-HALF of the Board Companies' rates. Thousands of dealers are saving money through our policies.

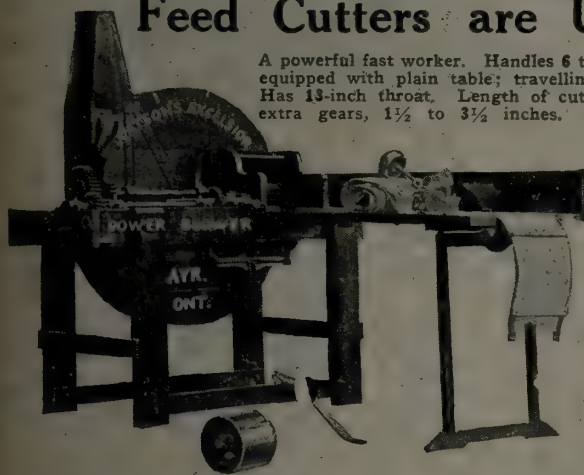
We charge board rates and refund 50 Per Cent. of the Premium at expiration of policy. Investigate this means of real saving and assured protection.

ASSETS OVER \$5,300,000.00
NET CASH SURPLUS OVER \$2,007,000.00

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,
802 Confederation Life Building, Winnipeg.

Watson's "Excelsior" Power Blower Feed Cutters are Unbeatable



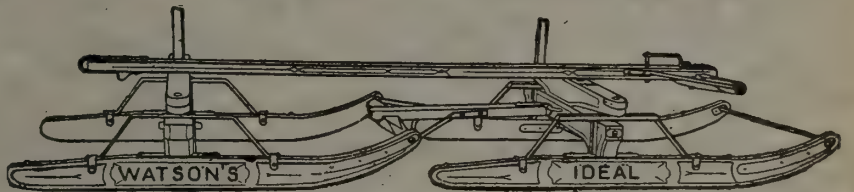
A powerful fast worker. Handles 6 tons per hour. Regularly equipped with plain table; travelling feed table, if desired. Has 13-inch throat. Length of cut, $\frac{3}{4}$ to 1 inch, or with extra gears, $1\frac{1}{2}$ to $3\frac{1}{2}$ inches. Heavy, balanced, knife wheel. Large feed box and well fitted feed rollers. One lever starts, stops and reverses. Knives and gearing fully enclosed. Special English steel knives. Get full particulars.

John Watson Mfg. Co.
LIMITED

311 CHAMBERS STREET,

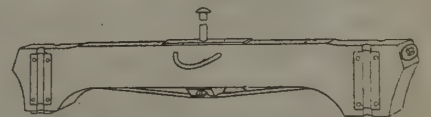
WINNIPEG, MAN.

WATSON'S SLEIGHS



Ideal Sleighs are made in all sizes: Steel or Cast Shoes. Note our Patented Trussed Bench. Runners—White Oak. Benches—Grey Elm or Oak. Poles and Reaches—Heavy White Oak. Heavy Steel Bracing throughout.

Special quality, seasoned, straight grained woods. Runners have point of contact directly below bench. Shoes, curved at rear, allow backing. Ride on top of road—No Skidding. Size for size, carry heavier loads than any other Sleigh made.



TRUSS ROD GIVES TRIPLE STRENGTH

LISTER Ensilage Cutters

Easy Running—Have Great Capacity
Two Sizes:—10 Inch and 13 Inch



Operated by 5 or 9 h. p. respectively. One-piece frame gives perfect alignment. Rigid, strong and well braced. Fully protected cutter wheel. Convenient feed table and rolls. Solid knife wheel, and 6-blade unbreakable fan. Cut $\frac{3}{4}$, $\frac{1}{2}$ or 1". The 10-in. Lister raises ensilage 50 ft. with ease. These cutters meet any competition. Don't delay.—

Get our Prices and Liberal Sales Offer

Other Lister Lines:—"Lister," "Canuck" and "Magnet" engines, Grain Grinders and Crushers, "Melotte" and "Lister-Premier" Separators, Electric Lighting Plants, Milkens, Churns, Silos, Sawing Outfits, Pumps, Pump Jacks, Etc.

R. A. LISTER & CO. (Canada) Ltd.
WINNIPEG, MAN. HAMILTON, ONT.

How is your stock of

Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The **STOVEL COMPANY LTD.**
A Complete Printing Service

Bannatyne Ave.

WINNIPEG

FROST & WOOD

Grain Binders

Everything points to a brisk demand for Binders this season. Farmers will demand Frost & Wood Binders because of their proven success in handling Canadian harvests. And there are certain features which experience has taught these customers to look for in the selection of a Binder. The Frost & Wood has them. Here are four:—



STRENGTH

The use of high carbon steel gives a construction which combines strength with light weight. A maximum day's work is the result.

LIGHT DRAFT

Light draft is assured by the use of carefully-fitted roller bearings in working parts. Easy to get at and readily oiled.

ELEVATION

The arrangement of canvases and rollers takes the straw to the packers in the best possible shape for tying. All straw cut gets to the packers.

KNOTTER

The Frost & Wood Binder Knotter ties securely. Simplicity of design insures continuous service with a minimum amount of attention.

To be in a position to give satisfactory service to your customers, get your orders for repair parts in early

Cockshutt Plow Company, Limited

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON



"CHALLENGE" THRESHERS

Suit the Farmer who Demands

VALUE, QUALITY and SERVICE

Six Sizes for a Wide Power Range

20 x 36 24 x 40 28 x 46 32 x 54 36 x 60 40 x 66

Every tractor owner can thresh his grain on time by investing in a suitable size "Challenge" Thresher. And he can help pay for it quickly by threshing for his neighbors. Farmers KNOW that the Challenge gets all the grain, and are adjustable for all crop conditions. Their reputation and dependability, efficiency and long life, make them a great investment for farmers—a good line for dealers. Built for Western needs, with 12 and 16 double-bar cylinders. Easily driven; fully equipped. Line up your prospects. "Challenge" capacity and service will assure you business.

Size 24 x 40
Special for
Light Tractor

GOOD DEALERS DO
BETTER SELLING THE

WHITE "FIRST QUALITY LINE"

See Our Exhibit at Saskatoon and Regina Fairs

White "ALL-WORK" Kerosene Tractors for the Heavy Fall Work

Note the large-size "All-Work" kerosene motors. For the heavy draft of threshing no tractor built gives steadier or more economical power. Put them against any competition—test them in quality, price or both—and you make money. The 12-25 (2-3 plow) operates a 20 or 22 inch thresher. The 14-28 (3-4 plow) operates a 24 or 26 inch thresher and the New All-Work 20-38 pulls 4 or 5 bottoms and runs a 28 to 32 inch thresher to full capacity. It will also double-disc, drill and pack in one operation and handles a 10 foot road grader easily. Get complete information and our sales plan on "All-Work" Tractors, NOW.

Get our Prices and Liberal Sales Offer

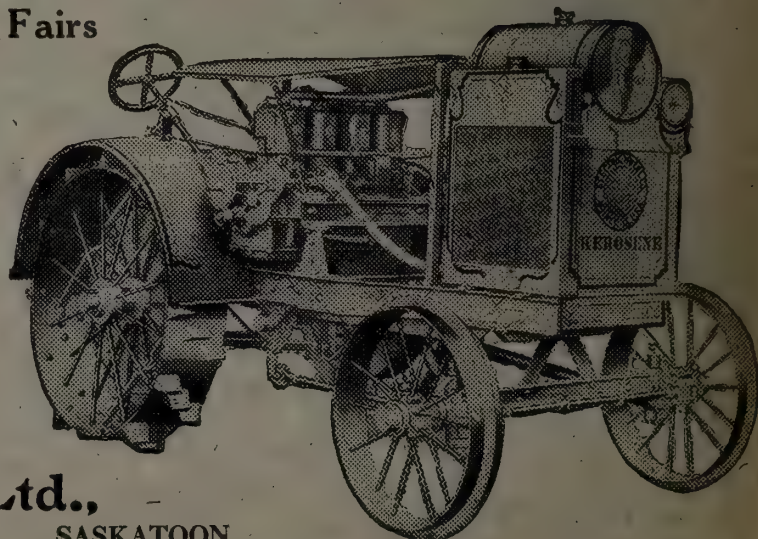
George White & Sons Co., Ltd.,

BRANDON

MOOSE JAW

SASKATOON

"All Work"
4 Cyl.
Motors
12-25
4 3/4 x 6"
14-28
5 x 6"
20-38
5 x 7"





LAST CALL FOR MOWER REPAIR PARTS



*The West Will Have its Best
Hay Crop to Harvest*

**"Herschel" Duplicate Mower Repair
Parts are Shipping Out Rapidly!**

Get Yours—Now—While There is Stock



PLOW

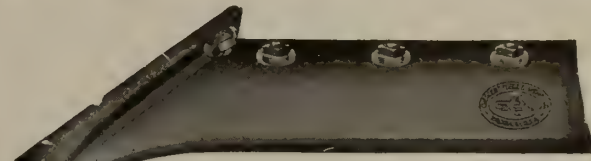
Perfect in Accuracy,
Fit and Finish

SHARES



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit, Best in Quality.

*Most Profitable For The
Farmer Because Of Their
Super-Excellence, Reason-
able Price and Long Ser-
vice.*



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

No matter what plow you may handle
you'll find a profitable replacement
demand in your territory for Cres-
cent Plow Shares. There's a Crescent
to suit virtually every plow used—
also many obsolete plows.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits

Manufactured by experts from the
finest grades of soft centre and
crucible steel. Wherever sold they
assure satisfaction, repeat orders and
good business for the dealer. Every
share fully guaranteed.

**Over
1500
Patterns**

Are You Ready for the Fall Demand?

Have you a well-assorted stock? Do not turn down profitable
business. Size up the needs of your territory and place your
order early. We can supply latest lists by return mail.

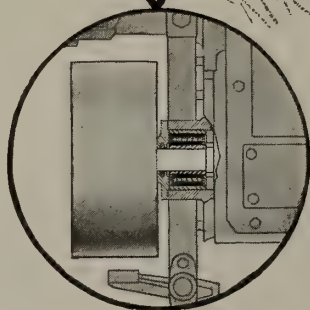
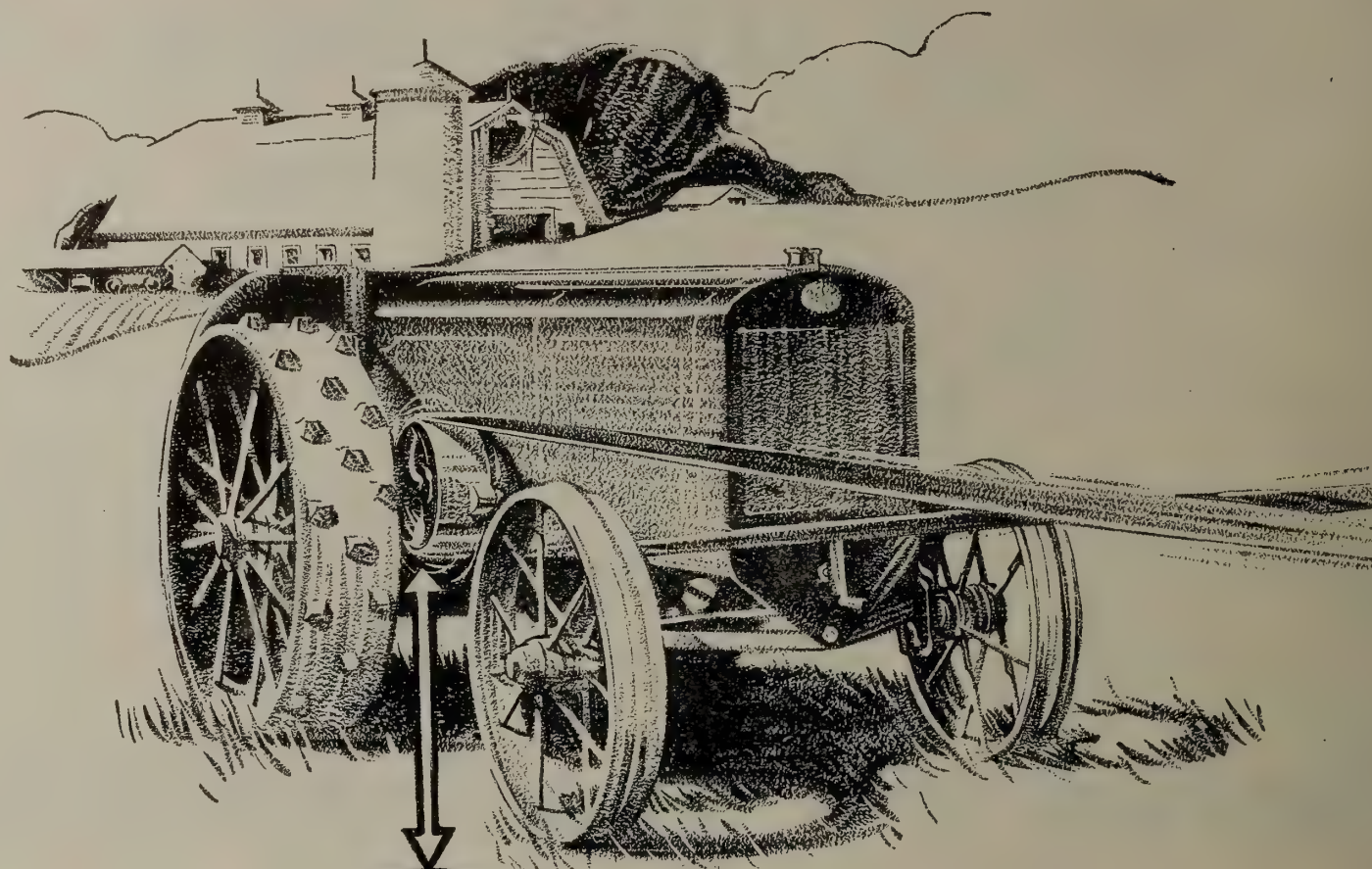
Send Us Your Requirements

**Over
1500
Patterns**



D. ACKLAND & SON, LTD.
WINNIPEG CALGARY





At threshing time the belt pulley becomes the most important part of a tractor. Through the pulley must come all the tractor's power constantly and uninterruptedly if the threshing is to be finished on time and at a profit. The farmer whose tractor is equipped with Hyatt roller bearings at this vital point has a dependable source of power because Hyatt bearings are built to stand the gaff and operate for many years without adjustment or replacement.

For a complete list of Hyatt-Equipped Tractors and Implements, write:

Hyatt Roller Bearing Company

Newark Detroit Chicago San Francisco

Worcester Milwaukee Huntington Minneapolis Philadelphia
Cleveland Pittsburgh Buffalo Indianapolis

HYATT

ROLLER BEARINGS

No adjustment of any kind possible or necessary — absolutely foolproof

CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 7

WINNIPEG, CANADA, JULY, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10

Record Farm Machinery Display at Brandon Exhibition *Over Seventy Firms Showed Farm Equipment*

The display of farm implements, farm equipment, tractors, threshers and power farm machinery at the Provincial Exhibition of Manitoba, held at Brandon from July 2 to 7, in the number of firms who showed their lines, and in the magnitude of the individual exhibits displayed, eclipsed all former records. Over 70 Canadian and American firms participated in the exhibition, and the large space devoted to the farm machinery display was taxed to the uttermost.

As in the past the farm machinery was the chief centre of interest at the exhibition, and as early as 5 a.m. farmers were found around the exhibits. The value of the machinery shown was over \$350,000.

The Fair was opened by Premier John Bracken, and the attendance on the opening day broke all records. Throughout the week the attendance was very good, and despite the fact that the fair dates conflicted with the dates of fairs at Carman, Portage, Souris and several other points, the farmers, as in the past, attended Manitoba's big exhibition in great numbers.

The showing of cattle, sheep, swine and poultry was well up to that of previous years, although the showing of horses was somewhat lighter. The grand stand attractions were of high order and the racing keen and closely contested throughout the week. On Friday the auto races provided the necessary thrills. The side shows were same as in 1922.

Among the

leading features were the health building and clinic, and the art and schoolwork displays. The dairy exhibit attracted continuous interest, and the fruit exhibits were, if anything, better than in former years. The Dominion Department of Agriculture in their stand had many innovations which were much appreciated, and the Manitoba Agricultural College exhibit in its field husbandry, horticulture, biological and home economics departments, enhanced its reputation for making a display of great value to the farmers and their wives.

Farm Implements, Equipment, Threshers and Tractors

As in past years, "Canadian Farm Implements" gives herewith the only complete report of every individual exhibit of farm machinery at the Brandon Exhibition, with the types of machines shown and the various lines of interest to the farm equipment and supply industry. Since 1882, forty-

one years ago, Brandon Fair has developed to the largest exhibition in the Canadian West, while the showing of farm machinery is the greatest of any Canadian exhibition, and out-classes many similar events in the United States.

Commencing from the east of the grounds, we give in the order of their allotment full particulars of the various firms and the machines they exhibited.

The first firm in the line was the Emerson-Brantingham Implement Co., Winnipeg branch. They had on view an E-B 12-20 h.p. tractor belted to a 24 x 38" Peerless separator fully equipped. We also noted a triple gang plow, and a heavy No. 2 E-B high-lift 2-furrow gang, and the new No. 120 E-B 2-furrow Fordson plow. Flanking this were a No. 102C 3-furrow engine gang, a 5-ft. Standard Emerson mower, and a 10-ft. Osborne rake. Alongside was a 20 double-disc drill, and the new model 7-foot Osborne binder recently placed on the mar-

ket by this company. An E-B manure spreader and a 1½ h.p. type "E-V" farm engine, using gasoline or kerosene, completed the very interesting exhibit of the Emerson-Brantingham line. G. J. MacFarlane, sales manager, was in charge of the exhibit.

Canadian Avery Co., Ltd., Winnipeg showed a 20-35 h.p. Avery tractor operating a 24 x 36 Avery thresher with all attachments. A No. 36 New Model Hart feeder operated by a 1½ h.p. International engine stood alongside a Hart new model feeder with a 14-ft. carrier. J. A. Haug was in charge of the exhibit, while J. E. Martin of the Hart Grain Weigher Co., Peoria, Ill., assisted.

Minneapolis Steel & Machinery Co., of Canada, Winnipeg, displayed a 12-20 h.p. Twin City tractor belted to a 22 x 42 all-steel Twin City separator fully equipped. A 20-35 h.p. Twin City tractor drove a 32x52 all steel Twin City thresher with all attachments. A. Shewfelt was in charge of the exhibit assisted by C. J. McCormick, expert.

The Minneapolis Threshing Machine Co., Winnipeg, showed a 17-30 h.p. "Minneapolis" tractor operating a 24x42 Minneapolis separator, and a 22-24 h.p. Minneapolis tractor was belted to a 28 x 46 standard Minneapolis thresher with all attachments. T. J. Roney, manager, and S. A. Cook were in charge of the display.

Baker Bros., Brandon, local agents, in conjunction with the Winnipeg Branch of the John Deere Plow Co., Ltd.,



Part of the Exhibit of Farm Machines, Tractors and Threshers at Brandon Fair.

had one of the most complete displays ever put on by this company, comprising over four carloads of machinery. A 12-25 h.p. "Waterloo Boy" tractor operated a 24x42 "Goodison" thresher, fully equipped. A John Deere corn planter stood alongside a single and double row corn cultivator, and a John Deere corn binder with extension carrier. Much interest was shown by farmers in the corn machinery. A Van Brunt 20 double-disc drill stood beside a Deere tractor or horse cultivator. In the plow line the company showed a complete range of their tractor and horse plows, including a 3-bottom Pony tractor plow, a No. 40 special Fordson unbreakable beam plow, a No. 9 power-lift 20-inch scrub plow, a No. 2 John Deere 3-bottom horse plow, and a standard 14-inch horse plow. The Deere quack grass and weed destroyer was also shown, and Deere and Bissell disc harrows in 8 and 14-ft. sizes. A marseilles elevator was operated by a 3 h.p. Waterloo Boy engine, while the Deere manure spreader flanked Deere mowers and rakes. A Hoover potato digger stood beside a Fleury 14-inch power blower ensilage cutter and a Reliance wagon, 3 $\frac{3}{4}$ x3, with a 36-inch box. This very complete exhibit of the Deere line was in charge of George Hanley and Clarence Baker, of the Brandon agency, and of D. B. McLeod, sales manager of the Winnipeg branch. In attendance were R. S. Cochrane, M. Litner and W. Davis, all of Winnipeg, W. Pinn, Gladstone; Geo. McKissock, Wawota and John Leisure, expert, from the factory at Moline.

J. I. Case Threshing Machine Co., Winnipeg, showed a Case 22-40 h.p. tractor operating a Case all-steel thresher fully equipped. A Case 12-20 was belted to a 28x50 thresher and a Case 15-27 operated a 26x46 Case thresher with all attachments. A 12-20 h.p. Case tractor drove a 22x36 Case thresher, fully equipped and a Case 15-27 tractor ran unattached. The Grand Detour four-furrow tractor plow sold by the company, and a Case water tank, completed the display of the Case organization. L. J. Mumford, manager of the Winnipeg branch was in charge, assisted by J. Playford, L. Wilson, W. Wilton and C. H. Nichol, salesman. A very large number of Case dealers attended the exhibition and made the stand their headquarters.

Brandon Branch of the International Harvester Co. of Canada, as in past years, had a very com-

plete display of the McCormick-Deering lines on view. They showed the new McCormick-Deering 15-30 h.p. tractor operating a 28x46 "International" thresher, and the new McCormick-Deering 10-20 tractor belted to a 22x38 cutaway "International" thresher. We also observed the McCormick corn binder in high and low types, and a McCormick 7-ft. grain binder. International farm engines were shown in 1 $\frac{1}{2}$, 3 and 6 h.p. sizes and Vessot feed grinders in 6 $\frac{1}{2}$, 8, 9 and 9 $\frac{1}{4}$ inch sizes. The Vessot roller crusher was shown in two sizes, alongside being an International 9-ft. stiff-tooth cultivator and an International 7 $\frac{1}{2}$ ft. spring-tooth cultivator. A two-row corn cultivator was a centre of attraction, and the plow lines comprised a 20-inch power-lift steel beam brush breaker, 2 3-furrow P. & O. tractor plows and a 14-inch Hamilton horse gang. The new ball bearing "Primrose" cream separator was on exhibit, also a "Type B" ensilage cutter and a McCormick-Deering 1-ton motor truck. J. C. Brosnahan, manager of the Brandon branch house was in charge of the exhibit, assisted by J. A. Jacklin, assistant manager, and J. Mitchell. Samples of the tractor parts were displayed, showing the machine finish, hardening, etc.

Advance-Rumely Thresher Co., Inc., Winnipeg branch, had on display a 20-40 h.p. "OilPull" tractor driving a 28x48 Rumely "Ideal" separator with full equipment. A 16-30 h.p. OilPull operated a 28x44 Ideal thresher, and a 12-20 h.p. OilPull tractor was belted to the new Rumely all-steel separator, which is 22x36 in size. M. J. Carrothers, manager of the Winnipeg branch, assisted by a number of experts, was in charge of this exhibit.

George White & Sons Co., Ltd., Brandon, displayed one of their 20-38 h.p. new style White "All-Work" tractors operating a 28x46 "Challenge" thresher with full equipment. A 14-28 h.p. "All-Work" drove a 24x40 "Challenge" thresher, standard type, and a 12-25 h.p. "All-Work" tractor was belted to a 24-40 "Challenge Junior" separator. Another 12-25 h.p. "All Work" drove a 20x36 "Challenge" thresher, and the only steam engine on the grounds was the well known 25 h.p. White engine, which operated a 36x60 "Challenge" thresher. E. A. Popkin, manager of the Brandon branch of the company, was in charge of this interesting exhibit.

Nichols & Shepard Co., Winnipeg, showed a 20-42 h.p. Nichols

& Shepard tractor belted to a 30x52 all steel "Red River Special" separator with complete attachments. A 22x36 h.p. Nichols & Shepard separator was operated by a 12-25 h.p. "Waterloo Boy" tractor, and a 28x46 all-steel thresher of this company's manufacture was driven by a Gray tractor. D. Mulberry, Winnipeg office, was in charge of the exhibit, assisted by R. Carter, J. Coover and J. Naismith, all of Winnipeg, and W. G. McGill and R. Wellwood, of Brandon. A. C. Davis, manager, visited the Fair.

Gray Tractor Company of Canada, Winnipeg, displayed a Gray, Canadian Special, 22-40 h.p. tractor which drove a 32" Red River Special separator. An 18-36 h.p. Gray tractor operated a Gilson 13-inch ensilage blower/cutter. In this display the Gilson Hylo Sylo was also shown, and a sample of the special doors used on this silo. A Gilson 450 lb. cream separator, two Gilson pipeless furnaces and Gilson farm engines in 1 $\frac{3}{4}$ and 3 $\frac{1}{2}$ h.p. sizes were also noticeable. In the front of the allotment stood a complete display of the Gilson barn equipment, carriers, hay forks, track, stalls and stanchions, etc. Albert Prugh, manager at Winnipeg, was in charge of the display, assisted by W. W. McCreary, dealer for the company at Brandon and J. A. Holtman and F. W. McKinley, salesmen.

Sawyer-Massey Co., Ltd., Winnipeg, had on view a 15-25 h.p. "Wallis" tractor which was operating a New Sawyer-Massey 28x44 thresher with all attachments. John Robertson, manager of the Winnipeg branch, was in charge of the exhibit, assisted by G. A. Ames, A. C. De Puydt, and R. Hogg, salesman and J. R. Cuthbert, expert.

Huber Manufacturing Co., Brandon, had on view a Huber 15-30 h.p. "Super-Four" tractor operating a 28x48 New Superior thresher which was equipped with roller bearing, at several points. They also showed a Huber 12-25 h.p. tractor which was driving a 24x42 Huber "Junior" separator equipped with a Hart new model feeder. W. J. Hunter, manager at Brandon, was in charge of the exhibit.

Waterloo Manufacturing Co., Portage la Prairie, showed a 12-24 h.p. Heider tractor belted to a 24x36 Waterloo "Champion" separator complete with all attachments. Alongside was another Heider 12-24 h.p., which drove a 28x42 Waterloo Champion separator. This company also showed one of their 16-30 h.p. "Eagle" tractors belted to a 36x56 Waterloo "Champion" sep-

arator. This tractor has an 8x8" motor and enclosed gearing, and is very simple in design, using kerosene as fuel. The location of the power pulley is excellent for belt power work. A 4-furrow Rock Island tractor plow completed a very interesting exhibit, which was in charge of W. Umbach, Western manager of the company. John Herron, manager of the Winnipeg branch, was also in attendance.

Robert Bell Engine & Thresher Co., Winnipeg, exhibited an "Imperial" 15-30 h.p. tractor which operated a 28x50 Imperial thresher. Another 15-30 "Imperial" tractor drove a 24x40 "Imperial" thresher with full equipment. Alex. McMillan was in charge of the exhibit, and W. Cole, branch manager, spent a few days at the fair.

Aultman & Taylor Machinery Co., Portage la Prairie, showed one of their 22-45 h.p. tractors driving a 32x50 "New Century" Aultman-Taylor separator with all attachments, including a Garden City feeder. J. S. McKelvie was in charge of the stand, assisted by J. Neilly.

Hart-Parr Limited, Regina, has on display two of their models—the Hart-Parr "20" and the Hart-Parr "30", which were running unattached. The company state that they will show their new Hart-Parr "40" at the Saskatoon and Regina exhibitions. The stand at Brandon was in charge of J. P. Gregg, Jr., and the manager, J. P. Gregg, spent a couple of days at the exhibition.

British American Oil Co., Brandon, stated that their "Motorene" was being used by 19 of the tractors on the grounds. They had a large facsimile of their 5-gallon Motorene tin on view, which had a capacity of 1800 galls. They also showed their British motor gas and Power Light Kerosene. A. H. Miller was in charge.

Link Manufacturing Co., Portage la Prairie, showed one of their "Liberty" grain blowers which handles 6 to 8 bushels per minute, being operated by a 3 h.p. International engine. They also showed a second blower in parts, demonstrating the simplicity of design. O. A. Ditchfield, manager for Western Canada, was in charge.

Twin City Separator Company Ltd., Winnipeg, had a very complete range of their grain cleaning machinery on view, including "Bull Dog" fanning mills in 32 and 40-inch sizes, and the Bull Dog wild oats separator, with six-roll design. A feature of the exhibit was the new No. 6 Bull Dog grain cleaner which has a capacity of 250 bushels per hour. This machine was in operation,



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LET the load be heavy, the footing bad and a summer's sun blazing overhead—yet the OilPull will not lose power or give other trouble due to overheating.

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The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, husker-shredders, alfalfa and clover hullers and farm trucks

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and was equipped with a 10-ft. high-delivery elevator suitable for car loading. A "Bull Dog" toboggan wagon was also shown. This exhibit was in charge of Ed. Helgersen, Edmonton representative, and R. W. Dow, manager of the Calgary branch, who is back with the Twin City Company in charge of Alberta business.

Emerson Manufacturing Co., Winnipeg, showed one of their Emerson three-shoe wild oats separators in operation, being driven by one of the ½ h.p. Emerson engines. Another "Hafa-Hors" engine ran unattached. Geo. Hodgins was in charge of the exhibit, and P. J. Grout, manager, also visited the fair.

Garden City Feeder Co., represented by the Bruce Davidson Co., Brandon, showed two of their 28-inch "Garden City" feeders, one with a 14 ft. carrier. These were operated by International engines, and one was driven for a time by a piece of cord, according to the company's representative.

J. D. Adams & Co., Winnipeg branch, showed an 8 ft. Road King adjustable wheel grader and a 6½ ft. Square Deal No. 2C grader for horse or tractor use. They also showed two 7 foot Square Deal graders for 4 or 6 horses, a 6½ ft. Road Patrol and the Adams road maintainer in two sizes. The exhibit was in charge of S. C. Bemister.

Brantford Cordage Co., Winnipeg, had an attractive display of their "Maple Leaf" binder twine and cordage lines, showing the new Brantford "big ball" which is all wound one way so as to give perfect feeding in the binder.

Canadian Farm Implement Co., Ltd., Medicine Hat, displayed one of their 14-28 h.p. "Canadian" tractors in operation, also

the Van Allen 250 bushel field grain cleaner for use alongside the thresher. They also showed one of their double rotary harrows, a double acting sickle mower bar in operation and one of their "Brandt" crude oil stubble burners. F. W. Van Allen, president, and P. S. Ryan were in charge of the exhibit.

Massey-Harris Co., Ltd., Brandon, staged one of the most complete displays of their products they have ever shown. They had a 12-22 Massey-Harris tractor belted to a 13-inch "Blizzard" ensilage cutter, also a Massey-Harris hand power feed cutter. A 3½ h.p. Massey-Harris engine operated an 8-inch grinder, and a 1½ h.p. engine ran a 500 lb. Massey-Harris cream separator which had a special governor pulley. This company also showed their potato digger, and their 20-run power lift grain drill, also the latest addition, their 4 section, 14-ft. disc harrow. A Massey-Harris power lift spring-tooth cultivator was shown, also an 8-ft. stiff tooth cultivator for tractor use. A 26-tooth spring-tooth type twitch grass harrow was noticed alongside of which were a garden scuffer and a heavy brush breaker. The company's 16-inch brush breaker, with fore carriage, was shown and a two-furrow "New Great West" with all steel hitch and short moldboards. The new 3-bottom power lift Massey-Harris horse plow was shown, with special 7-horse steel tandem hitch. A new line which attracted considerable attention was the new Massey-Harris 3-furrow disc plow, which is equipped with Timken roller bearings. The No. 5A 7-ft. grain binder, and a showing of Massey-Harris mowers and rakes in various sizes, completed a very interesting exhibit.

A. C. Fountain, salesman, was in charge of the display, while A. A. Campbell, manager, was present greeting the many Massey-Harris dealers who visited the exhibition.

Canadian Oliver Chilled Plow Co., Winnipeg, showed a Fordson tractor operating a 21x36 Wood Bros. separator, also a 7 ft. Oliver Cultivator, an Oliver Fordson brush breaker and a 2-furrow Oliver tractor plow. Fordson extension rims and a variety of Fordson equipment were also shown. W. Keith, of **Western Motors Ltd., Brandon,** local agents, was in charge of the display.

Western Truck Body Co., Winnipeg, showed one of their special stock truck bodies fitted to a Ford chassis.

Rowe Manufacturing Co., Galesburg, Ill., showed their Fordson line-drive operating the tractor from the seat of a Massey-Harris binder.

Imperial Oil Limited, Brandon, had a very complete line of their products on view including Imperial Polarine, Gargoyle Mobiloils, thresher hard oils, Mica axle grease, cream separator oils, etc. Fourteen of the representative tractors on the grounds were using Imperial Polarine and Mobiloil. G. A. Duncan and P. E. McNeeley were in charge.

Aero Cushion Tire Agency, Winnipeg, showed their aero-cushion tires, which are claimed to be puncture proof.

Caron Bros., Inc., Winnipeg and Montreal, had on view one of their Caron complete electric plants and water systems for deep well pumping. The plant has 50-light capacity. Another Caron engine operated a water system, while other engines by the same firm showed how the Caron could be adapted to feed grinding and wood sawing. This plant is in units, acting as an engine, or as an engine, light plant, water system and power plant for operating light machinery. A display of Hart batteries was also shown. D. A. Urquhart, western manager, was in charge of the exhibit, and Mau-

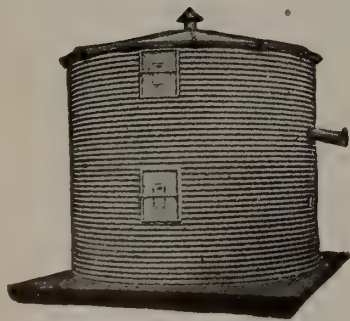
rice P. Shea, sales manager at Montreal, visited the exhibition. Mr. Urquhart reported that their Brandon dealer, Mr. McCreary, had bought ten plants for immediate delivery.

R. A. Lister Co. (Canada) Ltd., Winnipeg, in their tent had a very interesting display of their many lines. They showed a "Lister-Bruston" 50-light plant in operation, this plant illuminating the stand. They also showed a "Lister-Phelps" 75-light plant in operation, while a 2 h.p. Lister engine operated a Lister 8-inch grinder. A 1 h.p. "Canuck" engine was operating a cream separator alongside of which was an electric driven automatic water pump. "Melotte" cream separators were shown in 280, 400 and 720 lbs. capacities, and two "Magnet" cream separators, 500 and 600 lbs. capacity. The latter was driven by an engine. H. C. Farney, sales manager of the Winnipeg branch, was in charge of a very nice display.

R. Gallagher & Co., Tottenham, Ont., showed their line of "Common Sense" combination fanning mills and wild oats separators, in both hand and power types. This mill has an overshot blast and side shake shoe. The sieves do the scalping and rolls complete the screening. The capacities of the machines are 60 and 80 bushels per hour. Robert Gallagher was in charge. A small roll type recleaning machine was also shown.

Carter-Mayhew Mfg., Co., Ltd. Winnipeg, showed two of their Carter disc separators, a machine containing eighteen discs with cast pockets which, it is stated, pick out the cockle, wild peas, wild buckwheat and all other foul seed, discharging them from one spout while the clean grain is separated and discharged from another spout. The capacity of this machine is 20-25 bushels per hour. A 1 h.p. engine operated one of the machines, which attracted much attention. Mr. Ingraham, manager, was in charge of the display.

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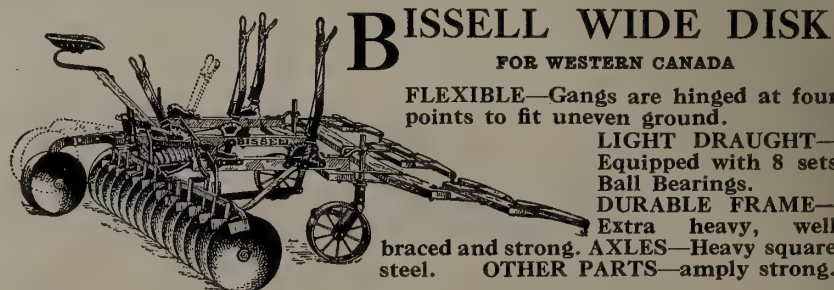
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FLEXIBLE—Gangs are hinged at four points to fit uneven ground.

LIGHT DRAUGHT—Equipped with 8 sets Ball Bearings.

DURABLE FRAME—Extra heavy, well

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THE NEW BISSELL
14 Ft. IN-THROW
IS A LEADER.

Also Equipped with Handy Control for Tractors. Furnished in 12-13-14 ft. Widths.

Write to **JOHN DEERE BRANCH HOUSE** for Agency

De Laval Company, Ltd., Winnipeg, showed their 3½ h.p. "Alpha" engine operating a De Laval milking machine. From the same line shaft ran a No. 12 De Laval 500 lb. cream separator. A 2 h.p. "Alpha" ran a 750 lb. De Laval separator, while a 900 lb. De Laval separator was operated by an electric motor. Three 500 lb. De Laval models, Babcock testers, cream separator oils and other dairy equipment, completed the exhibit, which was in charge of W. E. McPhail, Brandon.

Cockshutt Plow Co., Ltd., Winnipeg, in a special building had a very complete line-up of their products. Among the Cockshutt implements we noted were:—Cockshutt manure spreaders, a 24 inch Cockshutt scrub breaker, a 4-furrow engine plow and a 3-furrow disc plow. Two of the company's cultivators were shown, in 7 and 9-ft. sizes. A 14-ft. disc harrow stood beside the new Cockshutt No. 80 Fordson tractor plow. Two-row root cultivators were shown, also the Cockshutt corn planter, a 2-bottom Jewel gang plow and a 28-run Cockshutt double-disc drill. A 7-ft. Frost & Wood binder was noted, also a Frost & Wood corn binder. Cockshutt potato planters and diggers were displayed, and Cockshutt steel and wood wheel farm trucks, also a 3½ x 3 farm wagon. Ensilage cutters were shown in 10 and 13 in. sizes, also Cockshutt engines in 2 and 4 h.p. sizes. "Maple Leaf" grain grinders were operated by Cockshutt 4 h.p. engines, and an 8-ft. "Maple Leaf" windmill stood outside the building. Goold, Shapley & Muir cement mixers, in both hand and power types, were displayed, also another 10-ft. Goold, Shapley windmill. A Rustad grain elevator was driven by a 2 h.p. Cockshutt engine. In the centre of the stand were Brantford buggies in both top and open styles. A "Lister-Premier" 450 lb. cream separator completed a very tasteful display of the Cockshutt line. A. H. Ellis, superintendent of agencies, was in charge of the exhibit, assisted by D. P. Duncan. J. P. Minninnick, manager of the Winnipeg branch, visited the exhibit for two days, also F. Pickles of the Winnipeg office.

Ferguson & Co., Brandon, showed their grain cleaners and graders in 30 and 60-inch sizes, the larger size being operated by engine power. This is a strongly built machine, the 60-inch size having a capacity of 150 bus. per hour.

H. Cater, Brandon, displayed his special pump for hand, windmill or engine use, general purpose wood pumps and standard iron pumps. Double-acting force pumps for shallow or deep well use were also shown and double-acting gusher pumps, also cistern pumps in different capacities. A model of the Star windmill was shown, also stock tanks and troughs, and the new Cater center-drive pump jack that is said to handle all pumping requirements.

Beatty Bros. Limited, Winnipeg, in their special building had a nice display of their combination pen, showing four different weights of panelling, also their bull pen manger. They also showed their steel stalls and stanchions, litter and feed carriers, hay slings and forks, barn door hangers, etc. "White Cap" wash-

ing machines and "1900" washers were also shown with "Red Star" hand power washers. Heavy frame power churns were displayed, a line of deep well pumps and BT feed grinders, pump jacks and step ladders. A washing demonstration showing the efficiency of the modern washing machine was a very interesting part of this display, and the ladies were in attendance throughout the fair. J. M. Thompson, manager at Winnipeg, was in charge.

N. A. McDowell, Brandon, displayed a line of Pease "Economy" warm air furnaces in various sizes.

Canadian Stover Gasoline Engine Co., Brandon, in their own building showed their engines, feed grinders, cream separators, belting, wood saws, wheelbarrows, washing machines, churns, eveners, harness, Christiansen

harrow and packers, fanning mills, etc.

The North-West Pump Co., Brandon, showed a line of their wood and iron stock and domestic pumps, cylinders and pump parts, etc.

P. M. Ames, Brandon, showed a "Monitor" 8-ft. pumping windmill also a 10-ft. "Monitor" vaneless mill, as manufactured by the Baker Mfg. Co., Evansville, Wis. Mr. Ames was in charge of the exhibit.

North Star Oil & Refining Co., Brandon, showed their William Penn motor oils, French auto oil and Grange Tractor oils. They also showed their hard oils, greases etc. J. E. Stanley was in charge.

Cook Moffat Union Tool Co., Brandon, showed a line of their combination jacks and clamps.

"WATERLOO" Champion Separators

Recognized Leaders in Capacity and Fast, Clean Work for over 60 Years

Farmers need every bushel from their crops this year, and "Waterloo" Threshers will sell with less effort because of their unequalled reputation for thorough, efficient work and grain-saving qualities. They mean satisfied owners and new business for dealers wherever sold. Reasonably priced. Equipped complete with wind stacker, feeder, wagon loader, register and with cross-conveyor if desired. Now is the time to show "Waterloo" quality to your prospects.

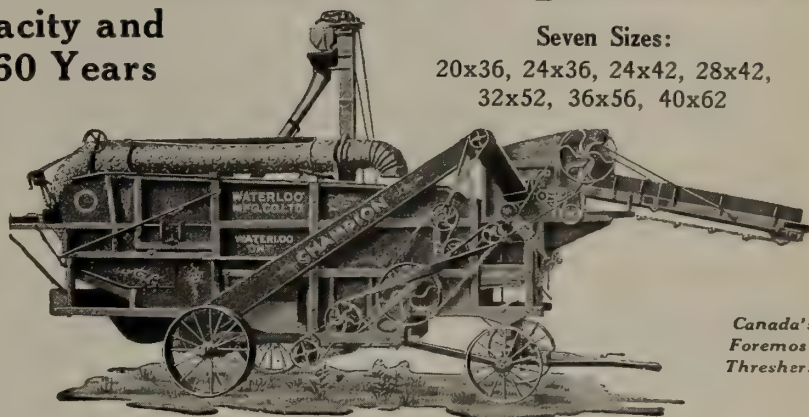
See Waterloo Lines at
Saskatoon and Regina Fairs

E TRACTORS
12-22 H.P. 16-30 H.P.
EAGLE

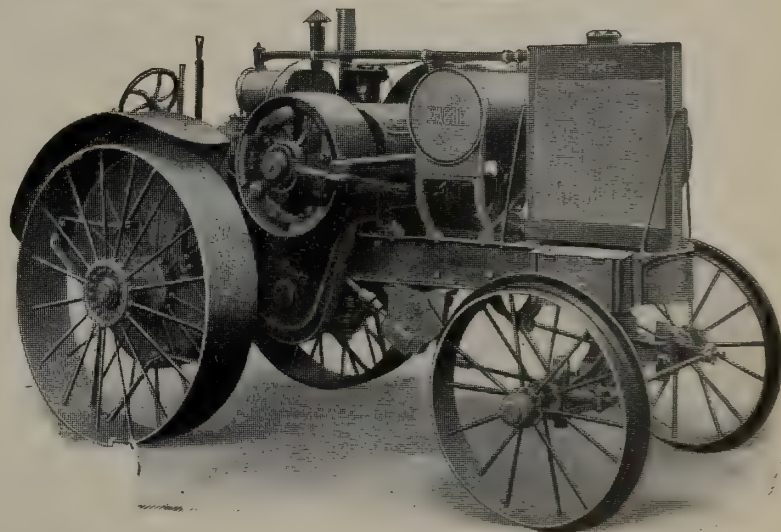
A real investment for the farmer and the most economical power he can own for all haulage jobs and threshing. Smooth, steady power delivery. Note position of the large wide-faced belt pulley. Heavy-duty, twin cyl. valve in head motors develop surplus power over rating: 12-22 is 7x8"; 16-30 8x8". Use gasoline or kerosene. Hyatt equipped. Enclosed gearing and auto steering. Get particulars of our sales offer.



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Foremost
Threshers



Heider Tractors

9-16 h.p. 12-20 h.p. 12-24 h.p. 18-36 h.p.

Four sizes and at prices which, value considered, make them the best tractor "buys" on the market. The 18-36 operates a 28 inch thrasher to capacity. Friction transmission—no gears to strip—15 to 20% fewer parts. Seven speeds, forward or reverse.

Waterloo Steam Engines

Made in 10, 18, 22 and 25 h.p. Light in weight, correctly designed and economical to operate. Ample, flexible power for road work or threshing. Also Rock Island tractor plows and discs.

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Winnipeg

Regina

Saskatoon

Lee Donogh, Griswold, showed his patent self-cleaning cultivator for handling couch grass and other weeds. This is a toothed machine, in which the teeth revolve, and has a 7-ft. cut.

Powell Equipment Co., Winnipeg, showed the Russell road grader in 6 and 10 ft. sizes, also "Fresno" scrapers and wheeled scrapers.

Western Steel Products, Winnipeg, showed a very complete line of their sheet metal goods. A "Max" stock tank was shown with a tank heater, also the Max 850 bushel portable corrugated granary. The culvert pipe manufactured by the company was shown in a range of diameters varying from 8 inch to 6 feet. This is made of Apollo Keystone rust-resisting copper steel. This company also showed flood gates, culvert ends, water troughs, tanks,

oil barrels, oil wagon tanks and several other lines of their manufacture.

McKenzie's Carriage Works, Brandon, displayed one of their new Klondike cutters with special top. This is a well made and serviceable looking job, in which the top folds back to allow entry and exit, and can be closed from inside. The cutter is equipped with a Prest-O-Lite tank and headlight.

Manufacturer's Building

In the manufacturer's building one of the most interesting displays was that of the British Government Department of Overseas Trade. They showed a line of British trade journals, British golf clubs, spark plugs, and a show case illustrating the handling of cotton from the field to the finished cloth. In connection with this display, Vickers Ltd., the well known British firm, and their

associate companies, showed a wide line of British products including blow torches, pump oil cans, Oglesby cutlery, Ransome lawn mowers, rubber flooring and Vickers milling cutters, twist drills, chucks, reamers, etc. Robert Bobby's self cleaning rotary screens for treating clover and other small seeds, and for grading grain, were also shown.

Kipp-Kelly Ltd., Winnipeg, showed Petters oil engines, as made by Petters Ltd., Yeovil, England, in 3 and 14 h.p. sizes, the latter being semi-diesel type.

Manitoba Rubber Products, Winnipeg, showed a line of Gregory auto tires.

The Brandon Hardware Co. displayed their locks, builder's hardware, oil stoves, Royal vacuum cleaners, Maxwell washing machines, etc.

Currie Manufacturing Co., Brandon, showed their gramophone cases, furniture, tanks, etc.

Coleman Lamp Co., Toronto, showed a line of their Quick-Lite lanterns which are stated to give 300 c.p., also the Coleman camp cookers.

Automobiles and Equipment

Motors Limited, Brandon, showed the McLaughlin Master Six, the Master Four Special and McLaughlin Sedan, also the Master Six in disc wheel type. The new McLaughlin sports model roadster completed a nice display.

This company also showed the model 91 new Overland, 1923 Overland touring cars, "Red Bird" and "Blue Bird" touring cars and the 5-passenger Willys-Knight. Mr. Shipway, Winnipeg, and E. E. Lehigh of Motors Ltd. were in charge.

The Reliance Motor & Machine Co., Brandon, displayed the Studebaker special six, the Studebaker light six, and Chevrolet coupes and sedans, also the new Chevrolet touring car. P. Hedan and F. Stevens were in charge.

Gray-Campbell Ltd., Winnipeg, showed the Gray-Dort special sport six, and the standard six, also the Gray-Dort Four. Gray sedans, touring cars and a Gray stripped chassis completed their exhibit, which was in charge of C. D. Rollins.

Winnipeg Motor Cars Ltd., Winnipeg, showed their new "Winnipeg" Six, which is equipped with a Continental motor. F. A. Ogletree was in charge.

F. C. Young Ltd., Winnipeg, displayed "Exide" batteries, complete and in sections, crown gears, spline shafts, bushings and bearings, Gabriel snubbers, etc.

Herbert Gillis, Brandon, representative of the Willard Storage Battery Co., Toronto, showed a complete line of Willard auto and radio batteries, farm light plant

batteries, sectional parts of the product, and battery parts of all kinds. W. J. Wigmore, western representative, was in charge.

The Elliot Machinery Co., Ltd., Belleville, Ont., showed the Elliot woodworker in operation; a simple machine that handles a wide variety of wood work and which should be of value in any small shop. William Mason, Vancouver, western agent, demonstrated the machine.

In the cow barns the Macartney Milking Machine Co., Regina, milked stock daily with their double-unit hand power milker, which attracted considerable attention.

The Genco Electrical Co., Brandon, showed a 32 volt "Genco" lighting plant, also a "Homelite" portable, direct-connected 500-watt plant with 1/2 k.w. capacity.

Brandon Heating & Plumbing Co., Brandon, showed four Hecla warm-air furnaces, both pipe and pipeless types, also barn ventilators, incubators, brooders, poultry feeders and poultry supplies. As agent for the Canadian Fairbanks-Morse Co., they also showed the Fairbanks-Morse water systems in operation, Fairbanks-Morse battery electric lighting plants operated by 3 h.p. engines, and two Fairbanks-Morse engines in 1 1/2 h.p. size.

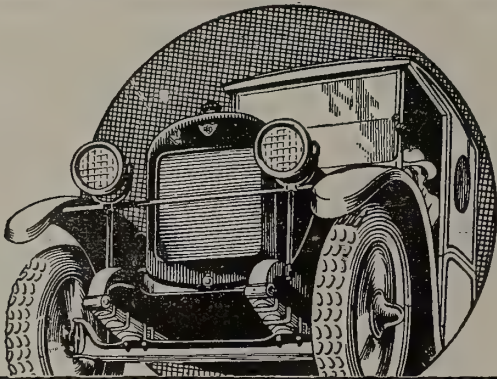
Majority of U. S. Implement Factories Busy

In a recent survey of business conditions in the United States, held by the National Association of Manufacturers, it is evident that in all lines an increase of 40 per cent. over last year is existing. Forty-two thousand manufacturers answered the questionnaire.

In relation to the farm machinery industry, the reports were as follows:

Sixty per cent. of those reporting say that business is excellent; 20% characterize it as good and 20% report it as fair; 100% believe the prospects for fall business are excellent; 98% report business on a higher level than last spring; 100% report their stocks on hand as normal or low, another healthy indication, and the same proportion report increased employment, with 75% finding labor shortage. Everyone reports wage increases ranging from small to large, with 75% reporting a production increase of about 35%. Sales have increased in a great majority of the cases to the extent of about 50%, while the sales values have increased only about 10%.

Bagpipes are all right if people would let them alone.



SPEED WAGON



Speed Wagons dot the highways. Because haulage contractors, food producers, inter-city bus operators and other large users know that Speed Wagons are physically fitted to travel the hardest roads without faltering.

The Speed Wagon is the main transportation system of agricultural communities because of demonstrated ability to out-perform the field on a low-delivery cost basis.

Dealers make money selling Speed Wagons because service expense is practically nothing

*Your territory may be open—
Full particulars on request*

Reo Motor Car Company of Canada, Ltd.
Windsor, Ontario

BEST SELLER of
The SEASON is the



MAX
REGISTERED



PORTABLE CORRUGATED STEEL GRANARY

For any man who is willing to pay the comparatively slight difference between a lumber-built and an all-steel, fire-proof, lightning-proof, damp-proof, vermin-proof grain store, "MAX" is positively the best granary manufactured or sold in Canada.

In sizes of 850 and 1,000 bushels, having regard to its strength and lasting quality, "MAX" comes in at an extraordinarily easy price that commands an instant sale once its outstanding features and splendid record have been pointed out to your customer.

It will cost you nothing to know all about it, and it is a human certainty you will have many inquiries with the crop prospects such as they are.

Write us at once, and also ask us about our complete line in corrugated stock-troughs, house tanks and corrugated iron for farm buildings.

WESTERN STEEL PRODUCTS LIMITED

WINNIPEG REGINA SASKATOON CALGARY EDMONTON VANCOUVER



Just a Single, Weatherproof Package of Ready Power

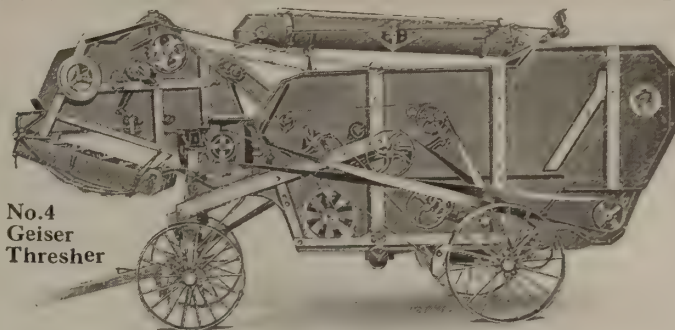
Nothing to get out of order. No mechanical parts to tinker with. No cell connectors to fiddle and fuss with. Tractors and gas engines start easier and work better when there is a Columbia "Hot Shot" at the end of the ignition wires.

Columbia Dry Batteries for all purposes are for sale by implement dealers; electricians; hardware and auto accessory shops; garages; general stores.

CANADIAN NATIONAL CARBON CO., LIMITED
Montreal Toronto Winnipeg

Columbia Dry Batteries

— they last longer



No. 4
Geiser
Thresher

Why It Is Profitable to Sell E-B GEISER-PEERLESS THRESHERS

When you sell the long-established, well-known E-B Geiser-Peerless line of threshers, you need never lose a sale on account of not being able to supply the customer with the size thresher he wants. This line includes six practical sizes, ranging from the little No. 4 Geiser (24 x 32) to the husky 33 x 50 Peerless.

These threshers have most of the worthwhile features of other good threshers, and in addition, have exclusive features not found on other makes. For example, no other make of thresher has the famous Geiser-Peerless system of sieveless cleaning—no sieves or riddles to get out of order or require adjusting. These threshers clean the grain thoroughly and save all of it. And they are noted for light running.

Because of these, and other significant facts, the E-B Geiser-Peerless line is profitable for you to sell. And E-B dependable power to fit the thresher (E-B 12-20 and 16-32 H.P. Kerosene Tractors) increases your chances for profitable sales.

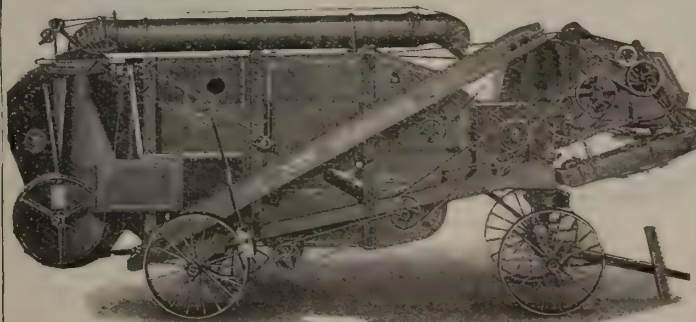
Let us help you make the most of the opportunities which exist for the sale of threshing rigs in your territory. Write us a letter signifying your interest.

Emerson-Brantingham Implement Co.
(INCORPORATED)

Business Founded 1852, Rockford, Ill., U.S.A.

CANADIAN BRANCH HOUSES

Regina, Sask., Saskatoon, Sask., Winnipeg, Man.



With the Manufacturers

The Kentucky Wagon Mfg. Co., Louisville, Ky., has had a better wagon business this year than last.

E. H. Shepard has been appointed general sales manager of the Holley Carburetor Co., Detroit, Mich.

H. E. Westmoreland has been appointed sales manager of the McQuay-Norris Mfg. Co., St. Louis, Mo.

F. N. G. Kranich, for several years connected with the Hyatt Roller Bearing Co., has joined the engineering staff of the Timken Roller Bearing Co., Canton, Ohio.

Sidney Ross, assistant sales manager of the Hart Grain Weigher Co., reports good business on the Hart new model feeders.

The Baker Mfg. Co., of Evansville, Wis., manufacturers of gas engines, pumps, windmills, etc., is celebrating the golden jubilee of its establishment in 1873 as A. S. Baker & Co.

The U.S. Tractor & Machinery Co., of Menasha, Wis., has changed its corporate name to that of Wisconsin Automotive Association.

The Dana Agency, Inc., has bought the bankrupt Bull Dog Tractor Corporation at Fond du Lac, in an effort to pay out a mortgage held against it.

The Splitdorf Electrical Co., Newark, N.J., announced that S. S. Sonneborn, formerly president of the Electrose Mfg. Co., has joined its organization.

According to the Chicago Journal of Commerce, the production of Fordson tractors during the first four months of the current year was 38,473.

The entire plant, properties and assets of the Perflex Radiator Company, Racine, Wis., were acquired at receiver's sale by F. M. Young and associates.

Beeman Tractor Company, Minneapolis, are getting into production and making daily

shipments of their new high wheel Beeman Jr. cultivators.

American Crude Oil Motors Corporation has been formed at New York, to exploit in the U.S. a crude oil engine of German design.

The J. I. Case Threshing Machine Co., Racine, Wis., have just issued a new 16-page booklet dealing with the Case tractor in road work.

The Wayne Tank & Pump Co., of Canada, Limited, Toronto, are putting their new plant into shape for assembling the complete Wayne line of pumps and tanks.

The Turner Manufacturing Company, Port Washington, Wis., manufacturers of tractors and gas engines, have filed a voluntary petition in bankruptcy.

A booklet containing a comprehensive description of the selling plan adopted by the Moline Plow Co., Moline, Ill., has been issued by that organization.

A tractor hoist for the Twin City Tractor has been announced by the Minneapolis Steel & Machinery Co., Minneapolis, Minn. It is designed for service in the oil fields.

According to a report of the Studebaker Corporation, sales of Studebaker cars for the first three months of 1922 were 38,211 cars as against 22,801 cars in the same period of 1922.

Timkin Roller Bearing Co., Canton, Ohio, is completing a new factory addition which will add 25,000 square feet of working space and furnish employment to 500 additional men.

Alfred P. Sloan, Jr., has been elected president of the General Motors Corporation, succeeding C. S. duPont, who has filled the position since the retirement of W. C. Durant.

The Carr Fastener Co. of Canada state that they are having a marked improvement in demand for their high pressure lubricators for cars, trucks and tractors.

Lindsay Bros., Inc., Milwaukee, middle west and north-west distributors for Plymouth binder twine, announced June 15 an advance of one quarter cent. per pound on sisal and standard twine.

The British American Oil Co., Limited, are constructing a number of new branches in the Province of Ontario and elsewhere, to take care of increasing business in motorists' supplies of gasoline, motor oils, etc.

The Cleveland Tractor Company, Cleveland, Ohio, report the greatest volume of business in the company's history with

the exception of 1920. They are several weeks behind on tractor deliveries.

O. H. Browning, who has been in charge of motor truck sales at the general offices of the International Harvester Co., Chicago, has been transferred to New York where he will have charge of International truck sales.

The Owatonna Implement Mfg. Co., Owatonna, Minn., has succeeded to the business formerly conducted under the name of the New Owatonna Mfg. Co. The production of grain drills and seeders will be continued.

The Grand Detour Plow division of the J. I. Case Threshing Machine Co., Dixon, Ill., has advertised for men. The plow division has been giving employment to 1,000 men, but the force is being increased at this time.

Janesville is to have an assembling plant for motor truck bodies and cabs under plans of the Stoughton Wagon Company, Stoughton, made public some days ago. Commercial bodies for Ford and Chevrolet trucks will be assembled there.

Net income of the Westinghouse Electric & Mfg. Co., for the year ended March 31, 1923, was \$12,263,485 as shown by the company's annual report. The dividend requirements were \$6,033,428, so that over twice this amount was earned.

Canadian rubber belting is being sold in the United Kingdom, as well as in New Zealand, South Africa, Australia, the United States, and many other countries. There has been a remarkable increase in the exports of this belting in the past year.

Announcement has been made that the business of the Townsend Manufacturing Co., Janesville, Wis., will be continued at the same address and with the same factory and facilities, under the firm name Townsend & Company.

The new Ferguson plow offered by the Roderick Leam Manufacturing Co., Mansfield, Ohio, is stated to have half the number of parts used in other Fordson plows, and to weigh less than half as much. It works as a unit with the tractor, and every adjustment can be made from the tractor seat.

Agency Changes Name

The H. K. McCann Co., Limited, Toronto, and the Advertising Service Co., Limited, Montreal and Toronto, have combined their advertising agency interests. They will in future be known as the Advertising Service Co., Limited.

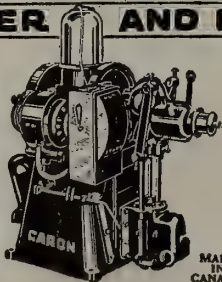
Dealers Wanted

WE want to secure active, reliable agents in Western Canada, who have faith in the future of the Farm Lighting, Water and Power business and who realize the sales possibilities of a Plant that is simple and economical and backed by a guarantee of performance and service.

The Caron Agency will prove a valuable franchise to those who secure it. It is the easiest selling proposition on the market—a good profit to the dealer and satisfaction to the customer.

CARON

LIGHT WATER AND POWER PLANT



More than a Lighting Plant.
An improved Farm Engine.
A Water Supply System.
Electric Light and Power.
Separate or all combined.

The Caron (Patented) Valveless Engine

The greatest improvement in gas engines in recent years. Only 3 moving parts—others have 27—No Valves, Gears or Springs to give trouble. Starts and stops at the touch of a button. Supplies bright Electric Light and Power, also plenty of fresh, running water. Operates Cream Separator and Vacuum Pump for milker direct from engine. Also furnishes Belt Power for wood-saw, grinder, churn, etc. All from one Unit.

You can start with the Caron 3 H.P. Engine, at \$147.00. The other units can be added later at a reasonable cost.

No other Farm Power Plant offers the above features and such dependable and economical service as the Caron. You should know more about this wonderful Plant.

EASY TERMS IF DESIRED.

Write for Free Descriptive Booklet.

CARON BROTHERS, INC.

233 to 239 BLEURY STREET, MONTREAL.

SEE OUR EXHIBIT AT

CALGARY, EDMONTON, SASKATOON and REGINA Fairs

1

The rigid frame 7" rolled steel—allows easy inspection of all tractor parts.

2

Extra rigidity between engine and frame—engine anchored by six steel bolts passing entirely through 7" steel channel frame.

3

Cast iron radiator—tubular copper core. Quick cleaning—durable.

4

Front axle heavier, stronger, more flexible in movements.

5

Improved rear axle bearings—larger end thrust surfaces. Bearing bored eccentric securing perfect meshing of driving gears.

22

Tractor weight reduced; stronger, more durable construction throughout; improved materials, manufacturing facilities and workmanship.

21

Internal gears on drive wheels better protected; drive wheels adapted for multiple lug arrangement to suit all kinds of soil.

20

Large, roomy platform; ample leg room when seated; plenty of space to move about.

19

Simplified fuel pipe line construction and improved two compartment fuel tank of 23-gallon capacity.

18

More compact, redesigned transmission case—quick inspection and adjustment.

17

Simplified, more efficient kerosene shunt with quick detachable copper pipes. Improved exhaust manifold.

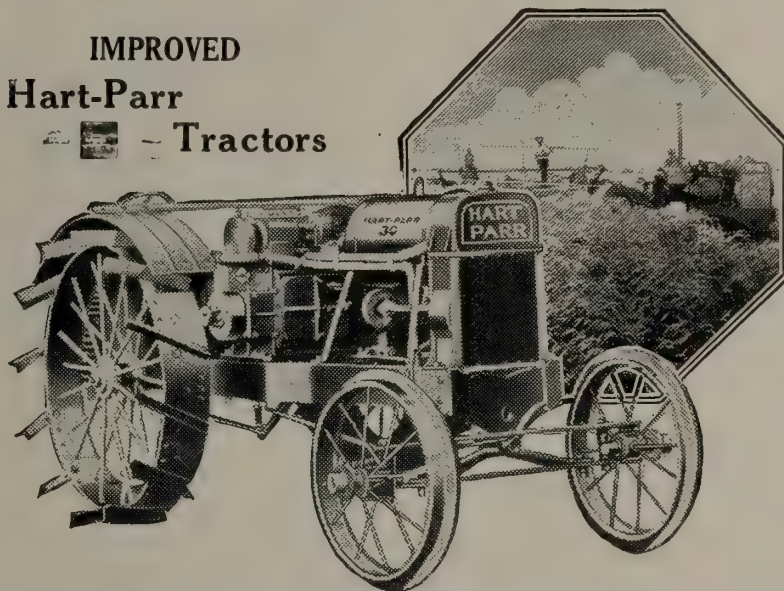
16

Improved vanadium steel exhaust valve springs—the last word in exhaust valve spring construction.

IMPROVED

Hart-Parr

Tractors



SEE IT AT THE SASKATOON AND REGINA EXHIBITIONS

The New

HART-PARR "40"

Investigate these improved Tractors for yourself—the result of 22 years of experience as America's pioneer builders of Tractors. Twenty-two basic improvements added to Hart-Parr Tractor superiority on the 22nd Anniversary of the industry, is a forward step of interest to Canadian Dealers everywhere.

The sturdy, dependable Hart-Parr Tractors have always delivered surplus power for drawbar and belt work. Their guaranteed, kerosene-burning motors have never failed to cut fuel costs to a minimum. And now, the enclosed motor with the rest of the 22 important improvements, assures Hart-Parr Dealers of a good, steady volume of SALES this year.

See the NEW Hart-Parr "40", on exhibit in our tents at the Expositions for the FIRST TIME IN CANADA. This new addition to the famous Hart-Parr Line is a heavy-duty, brute-powered tractor, built for the heaviest kinds of belt and drawbar work.

The "FORTY" rounds out the Hart-Parr Line, giving our dealers a full line of tractors for all sizes of farms. In addition, the "FORTY" will handle the heaviest kinds of threshing and belt work. It is a fitting successor to the "Time Honored Hart-Parr Sixty." MAKE OUR EXHIBIT TENTS YOUR HEADQUARTERS. We are at your service.

6

All bearings not lubricated by force feed have Alemite Grease Gun fittings. Hand oilers eliminated.

7

Steering assembly improved and strengthened—quicker and easier steering.

8

Improved water pump, fan shaft and friction pulley—adjustments simplified.

9

Gear shift simplified—positive, quick action. Rigid support for lever.

10

Entire clutch mechanism improved and simplified.

11

Improved centrifugal governor accurately controls engine speed—operates in bath of oil.

12

Improved intermediate bearing added to differential shaft, assuring additional rigidity.

13

Improved automatic throttle action—extra durable construction of parts and connections.

14

Motor completely enclosed—only one minute required to remove enclosure for motor adjustments.

15

Push rod and rocker arm assembly enclosed—protected from dirt, simplified, quick adjustments.

HART-PARR, LIMITED, Regina, Sask.

United Engines & Threshers, Ltd.
Calgary

F. N. McDonald & Co., Ltd.
Winnipeg

POWERFUL STURDY KEROSENE TRACTORS
HART-PARR
FOUNDERS OF TRACTOR INDUSTRY

Debt Adjustment Legislation

The debt adjustment legislation in force in Saskatchewan and Alberta is of direct interest to the implement fraternity, as it is intended to substitute mediation between debtor and creditor for a lawsuit. The Alberta law was passed as a result of the experience of the province of Saskatchewan. In that province, since its inauguration last September, the Saskatchewan Debt Adjustment Bureau has handled approximately 5000 cases of debtors in difficulties, involving crop proceeds totalling close to ten million dollars.

The interesting feature is that in nearly every case handled an amicable adjustment was effected, the creditors agreeing to a pro rata distribution of the assets of the debtor. The purpose of these bureaus in the provincial governments is simply to assist debtors to distribute their assets in an equitable manner, and by bringing debtors and creditors together to effect the best settlement possible.

The debtor submits information respecting his affairs to the bureau, with a showing of his assets and liabilities, the current year's income, and a list of his creditors with the amounts of their claims. He swears to an inventory of his assets, crops harvested and crops ahead, value of machinery, etc. In addition to giving all details of his assets and liabilities, the debtor is required to give the acreage and yield of his crops during the past eight years.

The commissioner then gets in contact with the creditors and gets their relations to the debtor. When full particulars are had from all creditors, the commissioner is in a position to inform the creditors regarding the financial position of the farmer, and to advise the debtor what course he should pursue in fairness to those who extended him credit.

Generally speaking the experience of these government departments has been that the larger concerns are loath to press collections to a point where their business interests and reputation would be adversely affected. It has been found that the smaller the interests of the creditor the greater his immunity from public opinion, and the more ready he is to insist upon the penalties of the law in support of his claim.

The greatest difficulty experienced, so far, is in securing from the debtor a credit inventory showing exactly what he owes. This, it is stated, is not due to any idea of dishonesty, many debtors

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and
Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS
VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—G. A. Marshall, Room 37, 34 Victoria Street, Toronto, Ont.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign, \$1.25 per year.

Single Copies, 15 cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Tractor, Implement and Power Farm Machinery Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Member U. S. National Association of Farm Equipment Manufacturers

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, JULY, 1923

being absolutely unable to give more than an approximate idea of how much they owe. Comment is made that many debtors find themselves in difficulties as a result of ignoring correspondence from creditors, or because dunning letters have, through anger elicited replies from debtors which are unwise. It is evident that, on the whole, with reasonable administration these debt adjustment bureaus can function satisfactorily in the present period when farmers may be financially embarrassed through no fault of their own.

Better Barn Equipment

In territory where stock is raised it is advisable for the dealer to be conversant with the fundamental principles of barn planning—such as site, location, lighting, ventilation, size and location of pens and stalls, litter and feed carriers, etc. Most manufacturers of barn equipment can supply educative literature in relation to barn planning, and knowledge of this feature helps the dealer advise his customers.

In every new dairy barn there should be a complete water supply system to provide for both drinking and cleaning needs. The same system that supplies the home may supply the barn. Both may now be numbered as among

the farmer's most profitable investments. Barn equipment, as well as water supply systems, comes under this classification.

A clean barn, with modern sanitary equipment, and plenty of fresh water available at all times, plus proper feeding and general care, combined with good breeding, is what is breaking record after record for production of butter-fat, milk, etc. In addition, consider the saving in time and labor for the farmer and his help.

Power Washers Are Needed

The implement man who desires to be of greater service to his community in the future than has been the case in the past will do well to take hold of a line of power washers and push their sale with vigor. He cannot go wrong on this proposition. Here is a machine which the housewife needs. Why should a lady be obliged to work harder than a strong hired man? There isn't a logical reason, is there? But the housewife who is obliged to do the family washing with an obsolete hand power washer cannot escape hard, muscular work. Why should she waste her energy doing work of this kind when the modern power washer will handle the job of cleaning clothes.

The Old-Time Spirit in Binder Business

Time was when binder selling was the big factor in the years' business of the dealer, and in no line was more attention, effort and keen aggressiveness shown. This year there are countless binders which will be used, but which are far from efficient. Can these machines be replaced by new binders? That remains for the dealers to show. Have the trade maintained the old time activity in developing binder business?

With the passing of the years the lines to which the dealer must devote time steadily increases in number—but that is no good reason why binder business should be neglected. How many times this summer have you shown the prospect, however remote, the good features of your binder line. How many times have you shown the devices for loosening and releasing tension on elevator and platform aprons, for example?

Today are you taking the same care in showing the superior factors in your binder, its construction, design and merits, as you do, for example, in describing the sales points in your cream separators, stationary engines, or tractor. Binders have to be sold today more than ever they were in the past—sold by intensive sales effort and knowledge of the line—and with sales effort they can be sold.

Why not take stock now of the chances for binder business, though the season wears on apace? Why not carry some local advertising, and lose no chance to talk binder to the farmers when they come in. Show them your repair stock; explain the repair service they are assured, and the expert assistance they will get if necessary. A little of the old-time spirit in the development of binder business will work wonders—and will prevent some farmers from starting to harvest a good crop with a binder which will be a source of delay, vexation and possibly considerable loss.

The Sale of Granaries

By this time you have made up your mind to equip the farmers in your territory with metal bins. You have made the right decision. You will find it is surprisingly easy to sell metal bins. First of all you should become familiar with their construction, so you will have compelling sales arguments at command when you seek to awaken the interest of farmers. Remember that the modern metal bin is constructed

of rust-resisting, galvanized sheet steel. The proper gauge of steel is used for roof, bottom and sides. It stands to reason that such a bin is proof against water, lightning, fire and vermin. When a metal bin is shipped knocked down, it is easily assembled. Any farmer can set up a metal bin in a few hours' time. Isn't this better than fooling around a week or more building a flimsy wooden granary? Remember to inform prospective customers that metal bins can be moved to any part of the field, permitting grain to be threshed directly into the bin, resulting in a great saving of time and labor.

The grain bin is here to stay. It has a great service to perform this year. Better start selling them now, so the farmers in your territory will have a chance to store their grain in safety.

Veteran Repair Expert Retires

I. B. Whitcomb, for over eighteen years head of the repair department in the Winnipeg branch of the International Harvester Co. of Canada, recently retired on pension.

At the age of fifty-nine, Mr. Whitcomb has been in the service of the Harvester organization for twenty-nine years. In May, 1894, he entered the service of the company at the Aberdeen, South Dakota, branch house, and from 1894 to 1897 worked in the capacity of salesman, expert, collector and repairman. In 1898 he was transferred to the Sioux Falls branch as repairman, acting there until March, 1905, when he was transferred to the Winnipeg branch house to serve in the repair department. So, for over 18 years he has served in his present department, and now retires for a well earned rest.

"Whit," for so he was familiarly called, is known far and wide to dealers in the trade. He has furnished spare parts for all the territory from Fort William to the central area of Saskatchewan.

We believe that there is probably no man in the implement business in the Canadian West so widely and favorably known as Mr. Whitcomb. His knowledge of not only the implements manufactured by his own company, but of other lines, is remarkable. When "stuck" regarding a repair part whose identity was lost in the mists of manufacture, all of us at once thought of "Whit."

It is no small task to carry in one's brain the symbols, numbers and relations of the thousands of

parts embodied in a full line of farm machinery—but Mr. Whitcomb's brain was a veritable re-



I. B. WHITCOMB

pair card index. Scores of dealers preferred to describe the part wanted and trust to "Whit's" judgment, rather than to dig through old repair catalogues to

get the numbers. And he was as near infallibility as any repair man can ever hope to be.

Mr. Whitcomb is a very active member of the church, a Mason and member of other fraternal organizations—but always found time to follow outdoor sports. A master hand in the hunting camp, his accuracy in potting chicken and partridge was akin to his mathematical identification of letters and numbers on machine parts. There was, they say, a certain weakness for tipping the boat over while duck hunting—but that was due to eagerness.

The implement trade throughout Western Canada, with the members of the Harvester family, will miss Mr. Whitcomb—but with them "Canadian Farm Implements" unanimously wish him prosperity and happiness, and may he have many years ahead through which to enjoy his well-earned respite from the tribulations of a busy repair department. May the trade ever develop men like I. B. Whitcomb.

Business Changes—Personal Items

Independent Oils, Ltd., have commenced business at Brandon.

R. R. Richards has opened a filling station at Crestwynd.

G. J. Ulman has opened a harness store at Herbert.

Joe Carter is now a new garage owner at Saskatoon.

Choate & Larson are new dealers at Red Deer.

F. Beaudry has commenced in the automobile business at Ashen.

Johnson Bros. are handling car and tractor lines at Greenway.

D. A. Richards is a new auto dealer at St. Claude.

W. H. Kerr is selling tires and auto accessories at Lumsden.

J. T. Watt has discontinued his harness business at Castor.

Harry Ramsden has closed his harness store at Standard.

The B. & C. Oil Co. has been incorporated at Fort William.

W. E. Fenton has commenced in the automobile business at Russell.

The Jenner Battery Service has opened at 463 Portage Ave., Winnipeg.

The Empire Engineering & Supply Co., Ltd., Winnipeg, has been granted a Manitoba license.

J. T. Gray has commenced in the retail implement business at Camper.

Frank Saunders has commenced a battery service station at Brandon.

Wood, Vallance & Adams, Ltd., have applied for permission to

change the name of the company to Wood, Vallance Co., Ltd.

The Rota-Floor Garage System, Ltd., has been incorporated in Winnipeg.

G. Robertson, machinery dealer at Kamsack, is succeeded by Robertson & Dobden.

Partnership is registered in the Bryant Bros. auto supplies business, at Moose Jaw.

W. A. McDonald has sold his automobile business at Tribune, to R. B. McKenzie.

The Cunningham Electric Co., Calgary, have changed their name to Wilkinson Electric Co., Ltd.

Henry & Walker, implement and automobile dealers at Vulcan, have dissolved partnership.

R. Goodman reports fire loss in his car and accessory business at Nanaimo.

Ollie Young is now operating an automobile concern at Isabella, where he bought out J. Beveridge.

The Drake Auto & Machine Shop opened in the village of Drake last month.

Huel Bros. have commenced in the auto and tractor business at Gravelbourg.

George S. Mayhew is reported to have discontinued his implement business at Mazenod.

J. McNeil has sold out his garage business at Edmonton to a mechanic named Kinns.

C. C. McGregor has commenced a car service station in Brandon.

A. W. Olson is stated to have discontinued his implement business at Harrowby.

Brown & Houlgate, dealers at Senlac, have dissolved partnership, W. Brown continuing.

Chris Peterson is the owner of a new garage and repair shop at Theodore.

R. J. Nelson suffered fire loss in his business at Wilkie during the past month.

B. J. Janz has bought out the business at Drake formerly operated by V. D. Krahbiel.

H. S. Gilbert is proprietor of a new auto and tractor repair shop at Yorkton.

Sellers Bros. have commenced in the automobile and tractor trade at Canmore.

Provincial Motors Ltd., Vancouver, are succeeded by Willis-Kingsley Motors, Ltd.

E. Prowse has moved his harness business at Port Arthur to 238 Arthur Street.

R. B. Preston has reopened his garage and repair business at Young.

The British American Oil Co. have erected a new warehouse at Biggar.

Chas. Nichols reports brisk business in the sale of his line of cars at Indian Head.

W. T. Edwards is now operating a gasoline and oil business at Roblin.

Duncan McRae has discontinued his implement business at Arden.

Western Oil Co., Ltd., jobbers of fuel oils and lubricants, have commenced operations at Winnipeg.

Bell & Walker, auto dealers at Hughenden, have dissolved partnership. Edward Bell will continue the business.

The implement stock of the estate of Geo. Hill, Sintaluta, was sold on June 15th, according to a report.

S. & H. Borbridge, wholesale and retail harness dealers at Winnipeg, have sold out to Cowell's New Method Harness Co., Ltd.

Western Steel Products, Ltd., Winnipeg, have enlarged the scope of their business by opening a branch at Fort William.

Thom Bros. Ltd., implement dealers and lumber men at Russell, have opened a branch business at Inglis.

F. J. Weed, manager of the De Laval Co., Ltd., Winnipeg, spent his vacation at his summer home at Minaki.

W. G. Pollock, implement dealer at Neepawa, has added hardware lines to his business. In the same town, R. S. Horne has sold out his harness business to C. Harper.

F. N. McDonald, manager of the F. N. McDonald Co., Winnipeg, reports a very live demand for buggies this season.

J. L. Tipton has been promoted to take charge of the north-western district in the U. S. for the Harvester organization.

Alex. Kipper buys out the automobile business at Stratclair formerly operated by A. L. Brown.

J. R. Johnston has been appointed general sales manager of the LaCrosse Plow Co., LaCrosse, Wis.

The W. D. K. Stoker Co., Ltd., Winnipeg, have applied for permission to subdivide their stock into fifty thousand shares of ten dollars each.

Maloney & McMillan, implement dealers and garage men at Sperling, have dissolved partnership. The business is now controlled by G. Maloney & Welsh.

J. R. Reddon, formerly blockman for the International Harvester Co. in Estevan territory, became assistant manager at the Ottawa, Ont. branch.

Robert Sparks, of the Gray Campbell Co., and now of Gray Dort Motors, recently visited the

factory branches in the Canadian West.

The plant of the Alberta Foundry & Machine Co. Ltd., Medicine Hat, has been taken over by the Canadian Farm Implement Co., Ltd.

H. A. Coffman, secretary of the Hart Grain Weigher Co., Peoria, Ill., was present at Brandon Fair, where the feeders of his company were shown.

N. H. McArthur, accountant for the Winnipeg branch of the R. A. Lister Co. of Canada, is at present at the head office of his company at Hamilton, Ont.

Frank Bridge, implement dealer at Carman, is now handling autos in addition to his machine lines, and the business operates as a limited liability company.

C. L. Clark, manager of Canadian Hardware & Implement Underwriters Ltd., Winnipeg, recently paid a business visit to Montreal and other Eastern cities.

H. W. Hutchinson, president of the Sawyer-Massey Co., Ltd., Hamilton, after a few weeks in Winnipeg, returned to the head office via the United States.

C. E. Merrell, traveller for the F. N. McDonald Co., Winnipeg, was operated on for appendicitis at Neepawa last month. He is progressing favorably.

C. H. Whitaker, manager of the Winnipeg branch of the Massey-Harris Co., Ltd., spent three weeks in Eastern Canada during June, including some time at the Toronto head office.

David Drehmer, vice-president and general manager of the Winnipeg branch of the John Deere Plow Co., Ltd., recently spent a week at the factory of the company at Horicon, Wis.

D. B. McLeod, sales manager of the John Deere Plow Co., Winnipeg, had a few days vacation prior to taking charge of the com-

pany's exhibit at the Brandon Exhibition.

J. P. Grest is a new car and tractor dealer at Watrous.

J. J. Heindricks has commenced business at Aberdeen.

The assets of the Automotive Electric Co., Winnipeg, have been sold.

The Elrose Harness & Hardware Co. have closed their business in that village.

F. Assletine is operating an auto accessory business at Fleming.

W. G. Boomer has sold out his automobile business at Fort Qu'Appelle.

A. M. Sedgewick, formerly with the advertising department of the Avery Co., Peoria, Ill., is now associate editor of the "Implement & Tractor Trade Journal," Kansas City.

H. W. Curll was recently placed in charge of motor truck sales at the head office of the international Harvester Co., Chicago. He has been in the service of the company for over twenty years.

H. H. Henschall has been appointed sales manager of the newly organized General Motors Truck Co. of Canada—a division of General Motors, Oshawa, which will handle the distribution of G. M. C. trucks.

Chas. G. Rowley, general manager of the Aspinwall-Drew Co., Jackson, Mich., has severed his connection with the company after a service of thirty-two years. Under his management the annual production of potato machinery by the company grew enormously.

J. E. Ruby, head of the Frost & Wood Co., Smiths Falls, Ont., accompanied by E. A. Mott, vice-president of the Cockshutt Plow Company, recently returned east after a few weeks at the Western branches of the Cockshutt organization.

Thomas McMillan, president of the Canadian Fairbanks-Morse Co., Montreal, last month visited the branches of the company at Winnipeg, Regina, Calgary and Vancouver. K. N. Forbes, manager at Winnipeg, accompanied him on his western trip.

Aultman-Taylor Hold Annual Meeting

The annual meeting of the Aultman & Taylor Machinery Co., Mansfield, Ohio, was held recently. It was shown that the demand for the tractors and thresh-

ers manufactured by the company was greatly in excess of a year ago. The following were elected officers for the ensuing year.

Chairman of Board, J. E. Brown; president, J. U. Fogle; first vice-president, E. A. Harter; second vice-president and treasurer, G. S. Heck; secretary, B. Hurxthal; assistant secretary, W. A. Harbeson; general sales manager, M. E. Miller; works manager, C. E. Shiple; chief engineer, W. H. Worthington.

Caron Bros. Increase Sales Staff

Maurice P. Shea, sales manager of Caron Bros. Inc., Montreal, who is at present on a visit to Western Canada, states that his company will exhibit Caron light and power plants at Calgary, Edmonton and Regina Fairs. The company are preparing to erect a 10-story building on Bleury St., Montreal. They are having a heavy export demand for their plants from Great Britain, New Zealand and other countries. Mr. Shea reports that three additional travellers have been put on Western territory, and that a demonstration truck carrying a complete Caron plant will be sent out on the territory in July. Dealers are showing a live interest in this plant, one dealer, who visited the exhibit at Brandon, purchasing ten plants. Office and warehouse space will be located in Winnipeg this month, and this city will be the Western headquarters of the company.

New Twine Mill for I. H. C.

The International Harvester Co. will establish a new mill for the manufacture of binder twine at New Orleans. They have leased 336,000 square feet in a building, and a considerable portion of the Company's southern trade can be supplied from this point.

The new mill does not necessarily mean that the company will increase its twine output, as the equipment for twine production to be used is part of the present installation in the twine plant of the company at Auburn, N. Y.

Plow Works Have New Sales Plan

The J. I. Case Plow Works, Racine, Wis., are making an effort to interest a given number of dealers in a new method of distributing the products of the company. The plan assumes a continuance of selling to dealers, but provides that the entire output of the plant is to be handled by a limited number of dealers who are willing to meet the requirements, and who are in financial condition to handle the line.

Fairbanks-Morse Type "V" Vaneless Windmills



Also "Eclipse"
Mills from 8 1/2
to 20 feet

The Cheapest Pumping Power— and the Best

Sections of wind wheel are so hinged that governing is assured by centrifugal force. Maximum speed reached, the wheel can go no faster. Wheel acts as its own rudder. Thousands of Fairbanks-Morse windmills have given perfect service for over 25 years. Simply built, rigid, strongly braced. All wood parts of special seasoned stock.

Get Prices and Our Liberal Sales Terms

Ample babbitted bearings; compression lubrication. Solid cast main pivot. Double nuts and lock washers assure no loosening of parts. Adjustable for any desired speed. Can be placed on either wood or steel towers. Adjustable stroke from 4 to 10". You can sell them against any competition.

Write the Nearest Branch

Canadian Fairbanks-Morse Co., Limited

Winnipeg Regina
Calgary Vancouver

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2 1/2 qt. bags.

Write for Dealers terms and prices. Strictly wholesale.

North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.

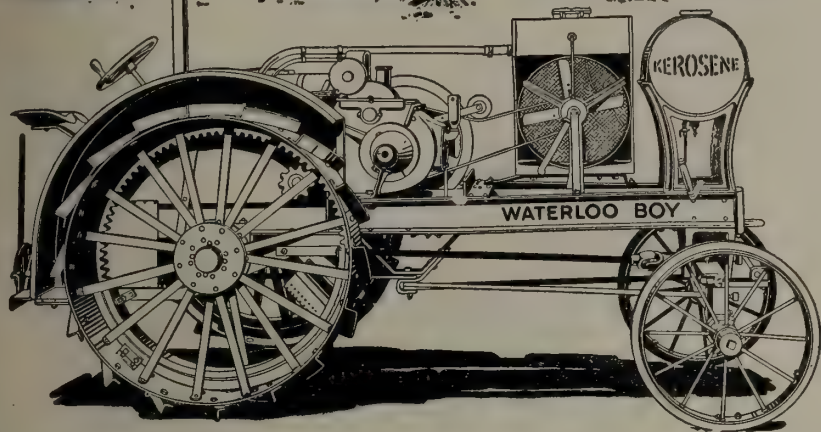


Fig. 0
Square Head

When Remitting Send a
**DOMINION EXPRESS
MONEY ORDER**
For Sale at C.P.R. STATIONS and
DOMINION EXPRESS AGENCIES

JOHN DEERE

HARVESTING EQUIPMENT



A RECORD CROP WAS NEVER SO CONFIDENTLY PROMISED BY THE FIELDS OF WESTERN CANADA AS IT IS IN THIS FIRST WEEK OF JULY, 1923. ARE YOU READY TO DO YOUR BIT IN IT?

POWER IN PLENTY (AT EXTREMELY LOW COST) FOR BELT OR TRACTION

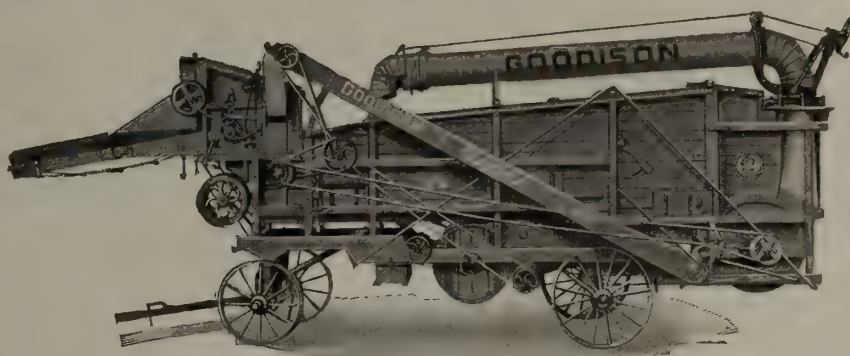
Is furnished by the WATERLOO BOY Kerosene-burning tractor. Kerosene costs much less than gasoline, and where properly burned—as it is by "Waterloo Boy"—actually delivers more power per gallon than gasoline.

"Waterloo Boy" is built from the bottom up to burn Kerosene. In every detail it is a mechanical success. It is the most efficient and the most economical Tractor moving today. You cannot handle a better Farm Tractor at any price. "Waterloo Boy" is low in price and there is a generous margin for the dealer.

THE GOODISON THRESHER MEANS FAST WORK CLEAN GRAIN—GRAIN SAVED

The three functions of threshing, separating and cleaning are carried out by "The Goodison" to a point of perfection that is not exceeded and is rarely approached by any other threshing outfit now in the hands of the farmers.

A perfectly balanced cylinder, a perfectly balanced machine in every particular—"The Goodison" is made of a class of material and workmanship that guarantees a long life-time, splendid service and small bill of costs for repairs.



The "Goodison" teeth get all the grain without cracking. Large concave and grate surfaces give every assurance of complete separation. Special Drum Cylinders prevent backlashing on the cylinder and consequent waste of grain.

Straw and grain decks work in perfect harmony. The former has unusually large area and positive shake. Grain moves from the fluted bottom in even steady flow to the sieve. No clogging can happen.

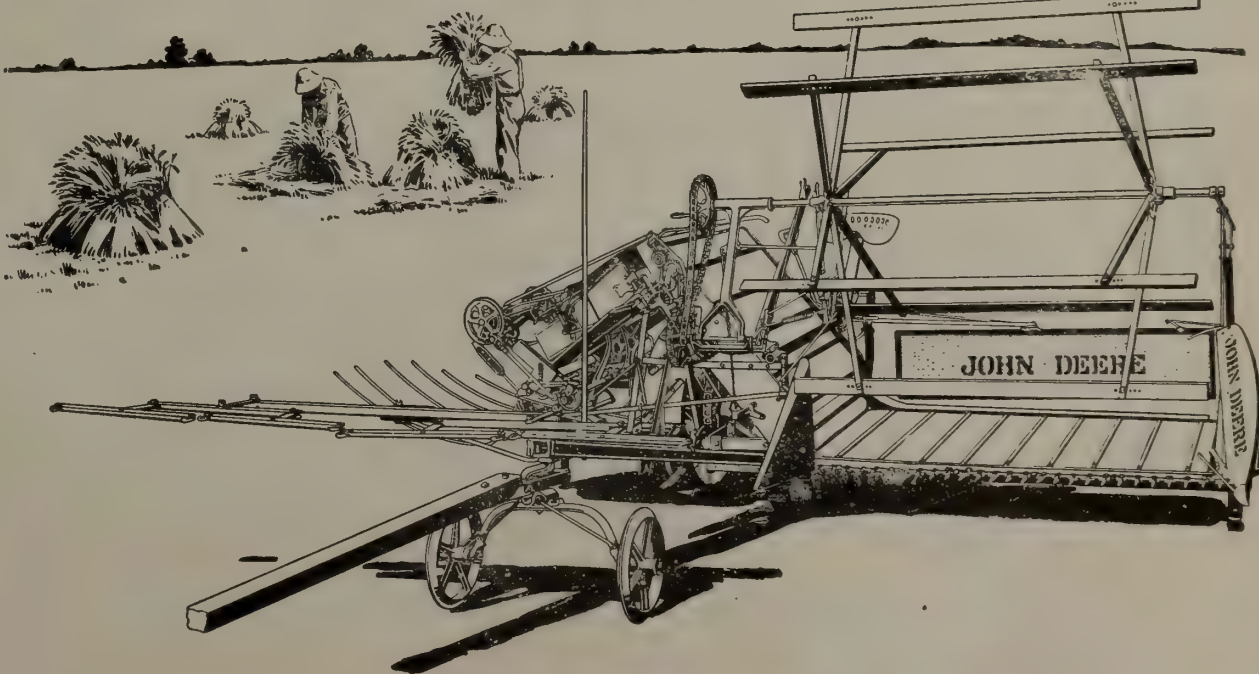
Write at Once for our Special Literature on "Goodison"

JOHN DEERE LIGHT DRAFT GRAIN BINDER

possesses the one great quality RELIABILITY that no farmer can take chances on in the rush of harvesting. In addition to its positive dependability it is one of the easiest machines to handle in the field; it delivers the sheaves with a uniformity that "gets" every man who has handled it and is familiar with binders.

Furnished in 6, 7 and 8 foot sizes, the "John Deere" is constructed of best material, strongly reinforced at points where it has to stand unusual racketing. Get our detailed booklet on this binder, it will certainly pay you in complete satisfaction to the customer you induce to use it on his grain crop.

ASK FOR OUR SPECIAL
CORN BINDER
LITERATURE



JOHN DEERE PLOW CO., Ltd.
WINNIPEG REGINA SASKATOON CALGARY
EDMONTON LETHBRIDGE



We are prepared to convert No. 5, 12 and 14-inch, 3-bottom John Deere Tractor plows into horse plows at very small outlay. Exhaustive trials have been made with marked success. This will no doubt work out to the advantage of dealers who have stocks of No. 5 and would be glad to sell to their friends who for any reason are not using their tractors for plowing.

Implement Manufacturers Suffered Through Readjustment Period

In our last issue some details were given of the evidence put forward on behalf of the manufacturers of farm implements by Thos. Bradshaw, general manager of the Massey-Harris Company, when submitting data to the Parliamentary Committee on Agricultural Credits. Meeting a somewhat antagonistic committee, he left them with the knowledge that implement prices were reasonable and fair, and that during the past few years not only has practically every implement manufacturer been selling at below actual cost, but as a consequence, heavy losses have been suffered.

The committee now know that what the companies did in the readjustment period was to lower their prices in the hope that greater volume might result, especially with a view to showing the farmer that they appreciated and wished to share his very difficult position.

Mr. Bradshaw presented the results of the business of 14 implement concerns for 1921-22. Of these six were Canadian, and eight U. S. firms. The total capitalization of the 14 in 1921 was \$435,462,000. The net result of operations represented a loss of \$9,393,000 or 2.16% of the capital invested. Only three of the companies made a profit, in one case being under 2%, in another 5 1/3%, and in the third, 1/5 of one per cent. In 1922 the 14 companies had a capital invested of \$420,304,000. In that period they sustained a loss which amounted to \$1,738,000, or one-

half of the one per cent. of the capital invested.

Taking the venture of the United Grain Growers as an example, Mr. Bradshaw showed how their losses were as follows:

In 1918-1919, \$19,426; 1919-1920, \$52,070; 1920-1921, \$282,303. He quoted the president of the Grain Growers as describing 1921-1922 operations as being carried on at a "very heavy loss." This company has since discontinued the handling of implements.

The witness contended that every increase in the price of implements had been forced upon the industry simply because of the increase in price of commodities entering into the finished product. He cited the following as the ten-year increase in implement prices:

Article	1913 Price	1923 Price	% of Incr'se
Double disc drill	\$147	\$251	70%
Binders	470	288	59%
Mower	52	106	69%
14-in. Gang Plow	77	77	87%

In no case, he continued, does the farmer pay twice as much for his implements, and in some cases the increase is as low as 31%.

In Terms of Wheat

The enquiry was primarily interested in the comparison of machinery prices in 1913 and 1923, but it was pointed out by Mr. Bradshaw that what happened in the interval was of some account. Farm implements did not increase in 1914, 1915 or 1916 and in 1917 to a very limited extent only.

On the other hand, prices of farm products were rising so that while in 1918 \$100 worth of implements could be obtained for less than 151 1/2 bushels of Spring wheat, in 1914 it could be bought for only 80 2/3 bushels, and in 1917 for 52 bushels, or just about one-third of what was required in 1913. Mr. Bradshaw said that the explanation was that during the early years of the war the implement manufacturer gave the farmer the benefit of the material bought before higher prices took effect, from stocks of finished goods on hand and not until long after increased costs made it justifiable were the prices of implements raised.

Costs Greatly Increased

Today the farmers buy machines manufactured out of material which had increased 138%, and labor costs increased 113%. Items of factory expense

had increased from 80% to 127%, new equipment from 96 to 188%, while the sales tax added approximately 7 1/2% to the cost. Freight charges had increased by 44%, yet in spite of all these factors, prices to the farmers today were only 64 per cent greater than in 1912.

Figures were submitted by Mr. Bradshaw, as emanating from the Minister of Agriculture for Saskatchewan: These went to show that in 1913, 266 bushels of wheat were worth \$170, which would just exactly purchase a binder; in the following year, 1914, the same 266 bushels, in view of the increased price per bushel obtained, would not only purchase the same binder, which could still be bought for \$170, but in addition it would give the farmer \$223. In the following year the same quantity of wheat when sold would furnish the farmer with a new binder and would also give him cash to the extent of \$72.

In the year 1916 the wheat produced \$340, and as a result would not only pay for another binder which that year would cost \$175, but would, in addition, give him cash to the extent of \$166. In the following year, 1917, the same 266 bushels of wheat would give to the farmer no less than \$518, or \$348 more than in 1913, and purchase him a binder which at that time would cost him \$201 and give him cash of \$127. In other words, the 266 bushels would pay for the binder two and a half times over.

In 1918, the wheat would realize \$529, or \$359 more than he obtained in 1913, and he would have been able to buy a binder which would then cost him \$257, and have an additional amount in cash of \$272. In 1919, wheat would yield him \$616, \$446 more than he obtained in 1913, and he would have been able to pay \$267 for his binder, and receive in

cash in addition \$349. In 1920, the wheat yielded \$412, or \$242 more than 1913, and which would have paid for a \$296 binder and left him \$116 in cash.

When Wheat Dropped

In 1921 the price of wheat tumbled to just about one-half, yet the 266 bushels brought \$199, or \$29 more than he received in 1913, but the price of the binder having increased to \$337, it would be necessary for the farmer to pay in addition to the value of the wheat \$138. In 1922, the 266 bushels of wheat would have netted \$266 and the binder would cost \$280, or \$59 more than he would have received for his wheat.

Mr. Bradshaw, in a summary, said the price received for the 266 bushels of wheat when sold each year for ten years would be \$3,645. The price of ten binders, if purchased by the farmer one each year during the ten years at prevailing prices, would be \$2,327, showing an excess in cash received by the farmer in addition to the ten binders, of \$1,318.

Gang plows on the same basis, taking 136 bushels of wheat for ten years, would leave the farmer \$592.60 after having paid for the ten gang plows.

In closing, Mr. Bradshaw said: "All business is suffering, and more especially manufacturing, which is subject to the dual handicap of high prices for purchases and low prices for sales. To use the colloquialism, farmers, merchants and manufacturers are all in the same boat. Yet there is this to be said for agriculture—it has been prosperous in the past and will be in the future. We still have the same soil, the same climate, the same seasons, and the same stock. What is more, we still have the same courageous, hard-working men."

Brandon Fair Board Entertained Implement Wholesalers

On July 4th the directors of the Provincial Exhibition of Manitoba entertained the members of the Winnipeg Wholesale Implement Association to a banquet in the Prince Edward Hotel, Brandon. It is regrettable that a better turnout of members of the association was not in evidence but about twenty assembled in the private dining room of the hotel.

J. C. Brosnahan, manager at Brandon for the International Harvester Company of Canada, who is also a director of the Provincial Exhibition, acted as chairman, and with him were seated J. E. Matthews, president of the Brandon Board of Trade, and W. I. Smale, secretary and general manager of the Fair, also M. J. Carrothers, president of the Wholesale Association. The following gentlemen were present:—

M. J. Carrothers, Advance-Rumely Thresher Co.; W. I. Smale, Provincial Exhibition Board; J. C. Brosnahan, International Harvester Co.; J. E. Matthews, president, Brandon Board of Trade; W. W. McCreary and Albert Prugh, Gray Tractor Co. of Canada; J. P. Ritchie, John Watson Manufacturing Co.; E. D. McCall, British-American Oil Co.; J. P. Minihinnick, Cockshutt Plow Co.; P. August, Imperial Oil Limited; D. A. Drummond, E. Heath Co.; J. H. Silver-sides, De Laval Co., Ltd.; A. A. Campbell, Massey-Harris Co., Ltd.; L. J. Mumford, J. I. Case T. M. Co.; John Robertson Sawyer-Massey Co.; J. A. Jacklin, International Harvester Co.; H. C. Furney, R. A. Lister Co. of Canada; H. C. Anderson, "Nor" West Farmer" and A. A. Thomson, "Canadian Farm Implements".

Mr. Brosnahan, the chairman, explained that the Fair Board wished to take the opportunity of showing, in some measure, their appreciation of the fine co-operation given them by the machine men who, year after year, made the implement section of the exhibition the leading attraction for farmers.

J. E. Matthews, Fair Board director and president of the Board of Trade, welcomed the implement, tractor and thresher interests and pointed out that on the grounds were exhibited farm implements, machinery and equipment valued at well over \$350,000. He pointed out the importance of Brandon as a distributing centre and showed that within a radius of 60 miles of the city they have a railway system of over 1815 miles. Over 18,500 engines were despatched from Brandon yards each year. In the last five months of 1922, over 135,000 bushels of wheat passed through Brandon. The speaker emphasized the value of the city as a centre in which implement firms could locate distributing houses to advantage. He cordially welcomed the implement men and extended them the freedom of the Exhibition.

W. I. Smale, secretary and general manager of the Exhibition, stated that this was the fourteenth annual exhibition with which he had been connected. When he took over management the practice was to charge the implement firms for the space they used for exhibits, but he has abolished that practice. As manager he had ever tried to be fair and just in the allotment of space for the implement exhibits, though it was no easy task. "This year" said Mr. Smale, "we have the biggest display of implements, equipment, tractors and threshers we have ever had. The number of firms showing are also greatly in excess of any previous year."

In response, M. J. Carrothers, president of the Winnipeg Wholesale Implement Association, thanked the Fair Board for the courtesy extended the implement, tractor and thresher trade, as represented by the organization of which he was president. He regretted that so many members were absent, although they had promised to be present. The members appreciated the privilege of being present, and those who exhibited their lines at Brandon year after year appreciated the

**Elevates
Cleans
Grades
Grain
Takes Out
Dust-
Smut-
Rust**



**LIBERTY
GRAIN
BLOWER**

Air blast fills bins or cars in one operation. No inside shoveling. One man can operate to capacity of 2,000 to 4,000 bushels per day. Price about half of old style elevators. Pays for itself. New Folder Free to grain growers and buyers.

**LINK MFG. CO.,
Dept. F.
Portage La Prairie, Man.**

**NEW RACINE
Thresher**



**Dealers!
—Add to Your Line**

The New Racine Thresher is of steel side construction—has a wood frame—will not sag or sway—steel channel axles—wide wheels. New Racine Threshers are built in two sizes, for individual and neighborhood work.

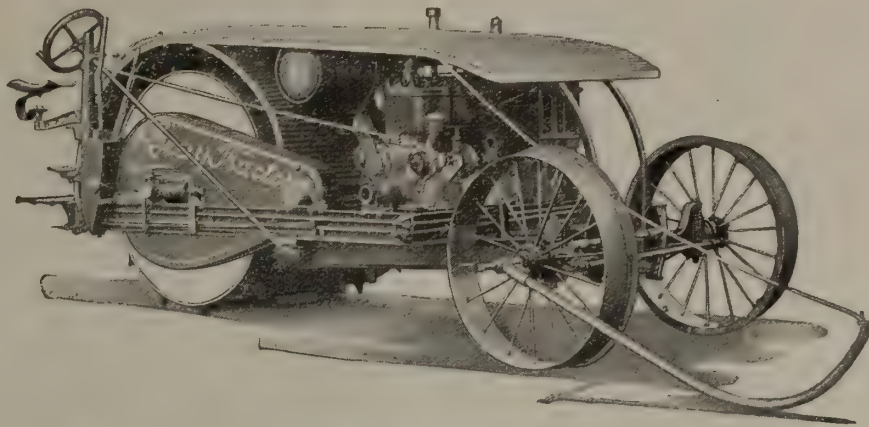
Every farmer is a prospect. Dealers who handle the New Racine Thresher have found that owners thresh their own crop first and then do custom work for neighbors who have no machine.

Dealers—it's an opportunity for you to cash in on our 30 years of manufacture in which we have developed to a high point of perfection the individual threshers.

The New Racine line is worth adding to your line. Write us today.

**Belle City Manufacturing Co.
Racine, Wisconsin, U. S. A.**

Two sizes—20"x32" for two plow tractors, capacity 40-70 bu. wheat per hour—24"x40" for larger tractors, capacity 50-90 bu. wheat per hour. Both sizes ideal for individual and neighborhood threshing. Threshes any grain.



There is no "Off-Season" for the "GRAY"

WITH the completion of plowing and seeding and summer fallow, its year's work has only commenced. It is ready now for harvesting, threshing, ensilage cutting, fall plowing, feed grinding and winter belt work—till Spring comes again and finds the Gray ready for another year's service. Now is the time to really interest your prospects. A Gray purchased now will start to pay for itself right away in dollars and cents saving in the cost of threshing. Unequalled service, low cost of upkeep, practically no repairs. Standard Model—weight 6300 lbs., 20 h.p. drawbar, 36 h.p. belt, or the new Gray "Canadian" Special 22-40.

It Will Pay You to Handle GILSON FARM EQUIPMENT

HYLO SYLO

Most durable silo on the market. Special Staves splicing prevents moisture settling in joints. Patented hoops give automatic adjustment for contraction and expansion.



WHICH GUARANTEES

LONG SERVICE

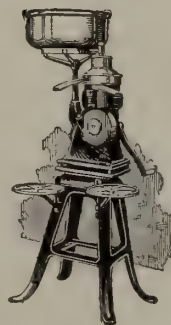
—because Gilson products are made to last.

STEADY SERVICE

—practically no time lost making repairs.

ECONOMICAL SERVICE

—because simplicity of design, interchangeable parts, and consequent low upkeep cost are features of Gilson products.



GILSON SEPARATORS

Get all the cream with half the usual number of discs. Easy to operate and clean. Let us tell you more about them. Sizes 150 lbs. to 900 lbs.



GILSON ENGINES

Easy to start. Easy to run. All sizes from "Johnny on the Spot Jr" 1 1/4 h.p. to the 16 h.p. heavy duty Gilson Wizard. Gasolene and kerosene.

ENSILAGE CUTTERS

All-steel frame—2 or 3 knife design. Light running—Elevate to height of any silo. Three sizes—10" - 13" - 16".



**GILSON
BARN & STABLE EQUIPMENT**
Steel Pens and Stanchions, Water Bowls, Feed and Litter Carriers, Hay Tools and general equipment.

You can sell "Gilson" farm equipment every time. Write for descriptive catalogue and terms.

**GILSON
PIPE & PIPELESS FURNACES**
are guaranteed to give more heat with less fuel than any other furnace of the same size.

The Gray Tractor Co. of Canada, Ltd.
298 Ross Avenue
Winnipeg, Manitoba

SEE OUR EXHIBITS AT THE FAIRS

courtesy and attention invariable given them by the Fair Board. Liberal space and excellent locations were always arranged for the implement men. As an industry the implement business hoped to see the Brandon Exhibition steadily grow in importance and in scope, and in view of the fine work done by the present board of directors and the capable manager, he trusted that they might long continue to control the destinies of this, the premier exhibition of the Canadian West.

Director Brosnahan briefly commented upon the difficulty of allocating space. The system of drawing lots for space had its drawbacks, as so few attended when the lots were drawn. The board tried to do their best in the matter, considering the magnitude of the individual exhibit and the size and number of the machines shown by individual companies. There were only 860 feet available, so that members of the association could appreciate that it was quite a problem to locate the scores of companies who exhibited. He asked if the members approved of the matter of space allotment being left to the Fair Board, who would do their best in this connection.

J. P. Minninnick, Cockshutt Plow Co., and the president, Mr. Carrothers, fully endorsed the way in which the Fair Board handled the allotment of space. Mr. Brosnahan suggested that if they saw fit they might pass a resolution to the effect that the matter, in future, be left to the Fair Board for settlement. It was then moved by J. Robertson, Sawyer-Massey Co., seconded by J. P. Minninnick, Cockshutt Plow Co.—That the matter of allotment of space for the exhibits of implements, farm equipment, power farm machinery, tractors, threshers, etc., be left for the Board of the Provincial Exhibition of Manitoba to decide upon, and that the members of the Winnipeg Wholesale Implement Association would be satisfied with the space allotted them by that body". Carried.

The meeting then adjourned the members going to the grounds as guests of the Fair Board.

The Sale of Small Threshers

With the growing use of the tractor the possibility for thresher sales annually assumes greater proportions, and slowly the business of threshing the grain crop of the Canadian West is passing into the hands of the individual instead of, as in the past, the custom thresherman.

At the outset in the small thresher business the demand was for the smaller size machines

up a year's depreciation, the year's interest, repairs and labor in caring for his tractor.

If, by owning a thresher and other belt-operated machinery he can keep his tractor going for one hundred days in the year he reduces his overhead by half, doubles the time in which he operates his tractor, and makes it produce profitable revenue.

Tractor Owner Prospects

Today there is an ever-growing opportunity for the imple-

thresher contracts, and then waiting for the companies to develop the business and close the sales, is not one that will endear the dealer to thresher distributors.

If the dealer has a contract from one or more firms for the sale of their threshers, he should show real sales efforts in trying to secure business locally for them. Do not let it be said as one old thresher manufacturer stated the other day: "The dealer with four thresher contracts who sits still



With Harvest Ahead Small Thresher Sales Should Spell Opportunity for the Dealer.

which the farmer could use to advantage in threshing his own crop. This condition changes, and nowadays many machines are being purchased not only for individual use but for doing work for neighbors in the few miles surrounding the farm home of the owner. The prospect for a thresher today is very often the man who has grain enough to warrant the purchase of a thresher to use with his tractor—but who also, when his own crop is threshed, does the work for other farmers, and so makes his machine pay for itself sooner.

Primarily the tractor owner buys his power outfit for plowing and other field work. He finds that it pays him to install belt equipment, and first of all he thinks on the satisfaction of owning a thresher so that he is independent of the custom thresher, and can also put his outfit at the disposal of other farmers.

The average tractor owner ordinarily keeps his tractor busy on drawbar work only some 40 or 50 days, in the year. Against this limited period he must charge

ment and tractor dealer in the sale of threshing machines. Granting that over forty thousand tractors are owned by the farmers of the Canadian West, a number that steadily increases, there is a steady increase in the demand for small threshers.

This volume of business is such that it is well worth the close attention of the power farm machinery dealer. When the grain grower gets a tractor he at once begins to think of threshing his grain. This, in a great many cases, results in ownership, and those farmers in the vicinity who own tractors, noting the revenue that the thresher owner may make by handling their work, are also rapidly transformed into prospects for threshers. It can be recorded in scores of cases that the thresher is paid for in a very short time out of threshing for the other fellow.

This Fall, as never before, it will pay the dealer to give thresher business his real attention. Effort to obtain thresher sales will be amply rewarded, but the policy of securing two or three

makes a mighty good living—but we avoid that kind, every time."

A recent investigation by a thresher manufacturing concern shows that the tractor they sold averaged about five week's work last season. This five week's work, as a matter of fact, is the easiest job in the year for the tractor. On the belt, the tractor is subjected to minimum wear. The motor only is in operation, and the strain incident to heavy field work is non-existent so that there is, in fact, no more profitable work to which the farmer can put his tractor. The latter is subjected to very little wear and tear—and brings in considerable cash which pays well for the time and investment involved.

Paying Its Way

As a matter of fact the so-called "individual thresher" is a misnomer nowadays. The company mentioned above found that last year ninety-five per cent. of the owners of their threshers did outside jobs in 1922 after they had threshed their own crop. The few men who did not had sufficient grain to handle so that the purchase of the machine was fully justified.

A strange fact is shown by this investigation. One usually considers that a small thresher, say 20 x 32 inch, is good for nothing but to handle the crop of its owner. The investigation showed that the smallest thresher usually travels farthest from the home farm and does the largest number of outside jobs.

Fifty per cent. of the machines of this size reported in the investi-

YOU WILL PROFIT BY THIS MR. DEALER

Your customers will appreciate it, Mr. Dealer, if you insist upon having The Grain Saving Wind Stacker on the threshing machines you sell.

And you will profit by it—because this stacker saves at least five million bushels of grain each year that would otherwise be wasted; makes thousands of dollars for farmers and threshermen.

Manufacturers supply The Grain Saving Wind Stacker. Thousands are in use. Demand it on the threshing machines you sell—and please your customers.

INDIANA MANUFACTURING CO.
INDIANAPOLIS, U. S. A.

THE
GRAIN-SAVING
Wind Stacker

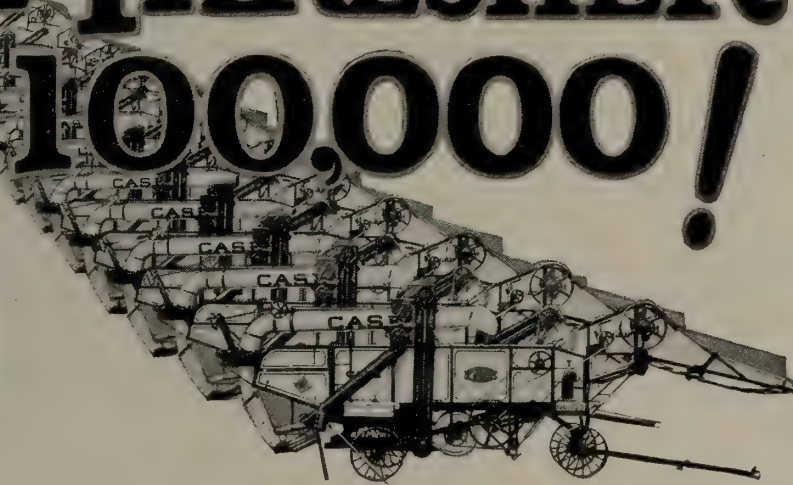
The Maytag Company
Limited
WINNIPEG CALGARY

WRITE US, mentioning this publication, for catalogues and prices of the famous **ALL-STEEL RUTH SELF FEEDER**, any of the six styles of Maytag Washing Machines, Oils, Belts, Headlights, and all other Threshers' Supplies. (PRICES ON REQUEST AND SERVICE UNEXCELLED) **Do Not Delay.**

CASE THRESHER No. 100,000!



An Early Case Thresher



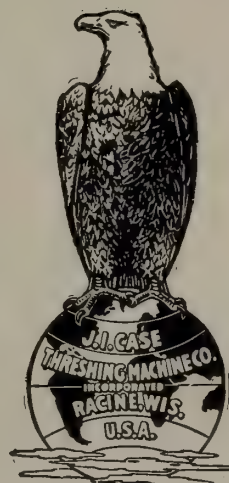
WITH the completion and sale in June, 1923, of No. 100,000, enough Case threshers have been made to more than thresh, in a normal threshing season, the entire annual grain crop of the United States and Canada.

To be the only Company in the world to have sold a hundred thousand threshers is a distinction due to Case policy, now over eighty years old:—

To Build Machines:

- So simple, anyone can operate them.
- So efficient, they thresh all grains and seeds without waste.
- So durable, their average life is better than twenty years.
- So reasonably priced, any grain growing farmer can afford one.

Because of these qualities Case dealers have obtained and will continue to obtain, the bulk of the thresher business.



*The Standard
of Mechanical
Excellence the
World Over.*

J. I. CASE THRESHING MACHINE COMPANY

(Established 1842)

Dept. H 44

Racine

Wisconsin

gation threshed more than twenty jobs; 20 per cent. handled more than fifty jobs. On the basis of 10,000 bushels threshed for others, at an average of five or six cents a bushel, this would bring the farmer \$500 or \$600 for his time and the use of his outfit. This size of thresher fits in admirably with the power of a two or three-plow tractor.

Even in the large wheat areas it will be found that a good business can be done selling threshers of say, 24 x 40 or 28 x 46 inch size. Such threshers appeal to the farmers who raise 3000 to 7000 bushels of grain a year. They get their work done in time and get to the market with their grain at an earlier date. These owners, however, like the owners of the smaller machines, count on doing neighborhood jobs. Last year owners of 24" x 40" machines reporting, threshed an average of twelve outside jobs and the 28" x 46" owners threshed ten outside jobs. If the professional thresherman even in such districts is going to stay in business, he will probably shorten his threshing season and take up farming more extensively.

The situation right now calls for last minute canvassing of all farmers and groups of men in your trade territory who need

threshers and are financially able to buy. To sell threshers to such men is to do them a favor. No effort should be spared at this time to see all men of this kind. To see every man who may be in the market is nothing but good business.

In addition to last minute canvassing, another local newspaper advertisement, a letter or circular to every farmer on the mailing list and a demonstration, are all helpful.

Iverson Visits Canadian West

George Iverson, advertising manager for the Advance-Rumely Thresher Co., Inc., La Porte, Ind., spent a couple of weeks in Western Canada during June. Mr. Iverson left the Winnipeg branch on June 25th for his desk at the head office. During his trip in Canadian territory he spent some time at the branches of the company at Winnipeg, Regina, Saskatoon and Calgary.

With a moving picture outfit he attended the annual Plowing Match at Portage la Prairie, and got some very interesting films of that event. Mr. Iverson was keenly interested in the splendid crop outlook in Western Canada, and commented upon the good trade possibilities that should

exist this fall. He was particularly interested in the value which the tractor could prove in cultivation for the eradication of the sow thistle in the Red River Valley.



GEORGE IVERSON

Speaking of crop conditions in the U. S., Mr. Iverson stated that bad weather had affected the crops in some sections. Export trade was improving, and the Advance-Rumely Thresher Co. were shipping a great many tractors

to the Argentine, South Africa and Porto Rico.

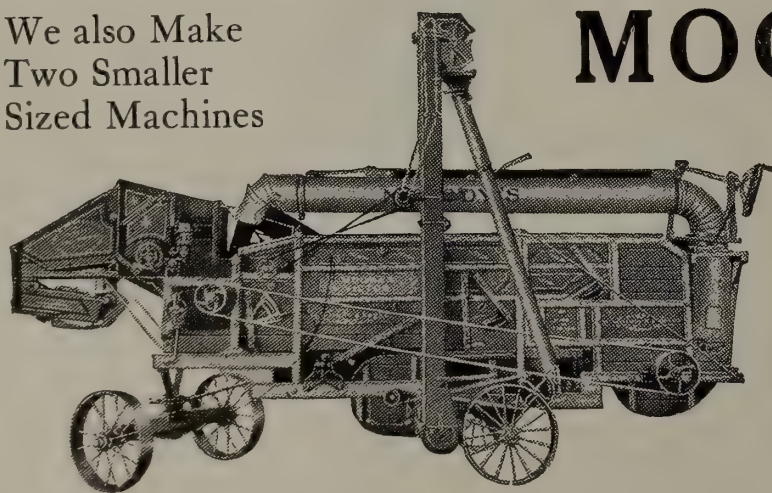
While in the West Mr. Iverson made arrangements for the Tractor Schools which will be held in this sales field by the company next winter. The Advance-Rumely schools will be greatly improved in every way; machines and equipment will be shipped from branch to branch, and experts and lecturers will travel with them. Moving pictures will form an educational feature for the students, as showing methods used in adapting the tractor to various jobs. The series of schools will commence during January, 1924, at the Winnipeg branch of the company.

Australian Farmers Oppose Implement Duties

A deputation of farmers from the state of Victoria, Australia, asked the minister of agricultural machinery in that country to reduce the duty on implements by 50 per cent. A counter-deputation, representing manufacturers of farm equipment opposed the farmers' requests, pointing out that over 7,000 workmen would be affected.

A smile is your best reference and introduction.

We also Make
Two Smaller
Sized Machines



MOODY THRESHERS

Will get most out of his 1923 crop for the farmer—and Record Business for dealers

Back your thresher business this year with the 80 years' experience and established reputation of Moody Products. Moody Threshers will get more grain out of the straw than any other thresher of similar size.

The Moody "Victor" 22x36

Has every improvement known to separator design. It pays the dealer to put sales effort behind Moody Threshers. He gives the farmer reasonable price and unequalled value for his money. They sell with less effort and every Moody "Victor" sold develops new business for the dealer. Superior in every way, they are a sales opportunity you can't afford to overlook this season. Hasten and reserve your territory.

There are Prospects for our 22x36 all over *Your Territory*

Crop values will necessitate real threshing economy this Fall. The "Victor" 22x36 will handle 700 to 1,200 bus. per day, and gets ALL the grain. Low power requirements; adjustable to every crop condition. The 12-bar, 22-in. cylinder has steel channel bars, hardwood filled. The teeth, therefore, have extra long bearing; result, no tooth breakage. The "Victor" grain tray with adjustable chaffer absolutely controls flow of grain over

sieves, giving exact distribution. Extra size cylinder eliminates crowding and jamming when straw is in bad condition, and the adjustable grating and plate back of cylinder separates the greater part of the grain.

The exceptionally large deck space for straw means big capacity, and the Moody self-feeder is finely governed and never clogs. The Moody "Victor" 22x36 cleans the grain READY FOR MARKET.

Built for Western Conditions—Inbuilt Quality, Strength and Service—Any 20 to 30 h.p. Tractor Operates it with Ease

Send for illustrated, descriptive folder showing the superior features of Moody Threshers. The added percentage of grain they save, and the higher price your customers will get for clean grain, make Moody Threshers the best investment for your prospects.

Don't Delay—Ask the Nearest Branch for Agency Contract

The Matthew Moody & Sons Company

Head Office and Factory: TERREBONNE, Que.

Western Branches: SASKATOON, Sask; EDMONTON, Alta.

See the "Victor" 22x36
in Operation at the
Edmonton and
Saskatoon Exhibitions

Make our stand your headquarters. Let us demonstrate its superiority. Bring in your prospects, or send their names. We help our dealers close sales.

New Hart-Parr Catalogue

We recently received from the Hart-Parr Company, Charles City, Iowa, a copy of their new catalogue which is just issued. Containing over fifty pages, this catalogue is more than a mere presentation of a given make of tractor — it is a power farming manual of a novel kind. The tractor is dealt with as a unit in the scheme of power farming, and the historical development of tractors is not the least interesting part of this valuable publication.

Too often tractor catalogues are but dry reading, but the new Hart-Parr catalogue deals with the Hart-Parr tractor in a manner which avoids wearisome figures and a surplus of technical description. The various features in design, surplus power, accessibility, economy, kerosene-burning efficiency, are brought out, it is true, but in all the subject matter of the catalogue the text is interestingly phrased and different from the hackneyed verbiage of the average catalogue.

The various parts of the Hart-Parr are shown, but a series of fine field scenes depict vividly the adaptability of the modern farm tractor. Both types of tractors manufactured are covered, and, in addition, the Hart-Parr road-maintenance tractor and the stationary and portable kerosene engines manufactured. A series of factory views show the magnitude of the plant, while the cover is a colored reproduction of the Hart-Parr in operation on a typical farm in the dairy country. The publicity department at Charles City are to be complimented on the new catalogue.

Sisal Planters Get Loan

A loan of \$1,500,000 has been arranged in New York for the sisal planters of Yucatan and Campeche, the above sum being made to the Comision Exportada de Yucatan by the Sisal Sales Corporation of New York City. It is stated that the object of this loan is to assist the planters to enlarge their acreage by new plantings of sisal and to obtain greatest possible production in order to assure an adequate supply of sisal fibre in the future.

Hall Joins Holt Organization

Guy H. Hall, formerly director of the National Institute of Progressive Farming has been appointed as manager of the Division of Public Relations and

Sales Promotion, newly created by the Holt Manufacturing Company, of Peoria, Ill., and Stockton, Cal. Effective on July 1st, Mr. Hall relinquished his directorship of the Institute in Chicago and assumed his new duties with The Holt Company.

For more than ten years Mr. Hall has been an industrious champion of the tractor industry. Previously he had been engaged

in the motor car business in Kansas City.

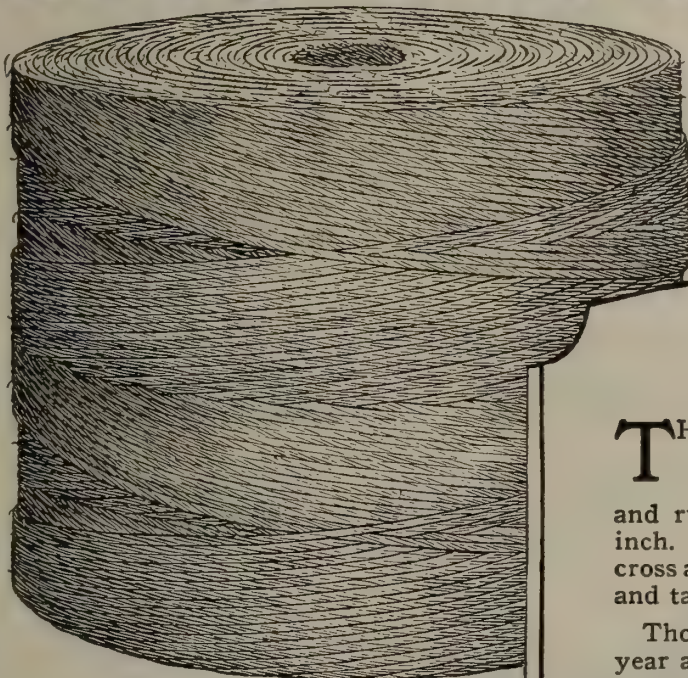
Sisal Planters Want Better Price

Rumors from New York indicate that the usual six months contracts for supply of sisal fibre to binder twine manufacturers will not be entered into at this time. Planters in Yucatan want a higher price paid them than the 4 cents per pound previously arranged.

Some of the men in the fibre market believe that a ½ cent advance will be granted to the planter, without advancing the price to be paid by twine manufacturers. Some leading factories are reported to be buying every kind of fibre suitable for binder twine except Mexican sisal fibre. Lower grades of Manila fibre are being purchased in considerable volume.

BRANTFORD

Big Ball



THE winding of the new Brantford Big Ball is a great feature, being wound all one way and runs out perfectly to the last inch. You will note that there is no cross angling loose cover to collapse and tangle on the finish of the ball.

Thousands of farmers used it last year and vouch for its many desirable advantages.

When you buy Brantford Binder Twine you buy from a strictly all-Canadian Company, and your money remains in Canada. The Fordney Tariff keeps Canadian agricultural products out of the neighboring market to the disadvantage of the Canadian farmer, who is forced to seek more distant markets. It is not likely that the farmers of Canada will give preference to imported Binder Twine over the only strictly Canadian-made Brantford Twine, which is of the highest standard of quality and fully guaranteed.

Brantford Twine is made by a strictly all-Canadian Company, operated and controlled by Canadian capital, independent, unfettered, free from any combine, unprotected by any Tariff, and in open competition with the world.

The Brantford Cordage Company, Limited

Brantford,
Ontario

Winnipeg,
Manitoba



Binder Twine

The Only All Canadian Twine

Case Sell Their 100,000th Thresher

On June 14th the J. I. Case Threshing Machine Co., Racine, Wis., shipped their 100,000th Case thresher to Price & Martin, Case dealers at Oconomowoc, who had sold it to E. J. Goetsch. The latter is a custom thresherman of nearly 50 years' experience.

The Case interests, it is stated, have the distinction of being the first company in the world to build 100,000 threshing machines, and it is now a far cry to the days of the flail. Now the entire grain crop in machinery using countries can be threshed in less than 30 days.

This mammoth production of threshers is the direct result of the definite policy determined upon by J. I. Case in 1842—when he decided to make quality a controlling factor in all Case products. It has been so, and the ideal of the institution has been to build machines so simple that anyone could operate them, so

efficient that all grains and seeds could be threshed, so durable that their average life is better than 20 years, and beyond all, so reasonable in price that any grain-grower could afford a thresher.

It is interesting to note that instead of building only 100,000 threshers the company have actually built 118,629. Old records, yellow with age, show that 12,255 apron machines, and 6,374 "Eclipse" style were built prior to the change to agitating threshers. While 100,000 threshers may be but figures, consider that this number of threshers could more than thresh, in a normal threshing season, the entire annual grain crop of the United States and Canada. To build this enormous number of threshers is an achievement—and proof beyond words that quality lies behind the product.

Train the mind how it should go and it'll proceed of its own volition.

Hart-Parr Have New "40" Tractor on Market

Hart-Parr Limited, Regina, in addition to the well known Hart-Parr "30" will show the new Hart Parr "40" at the exhibitions at Saskatoon and Regina. This is the first time that the latest model in the Hart-Parr line has been demonstrated in the Canadian West, and dealers visiting the fairs will be vitally interested in the new tractor, which has 22 major improvements, and gives dealers an increased power range in Hart-Parr tractors which should result in increased business.

A New English Plow

Messrs. I. E. & H. T. Bliss, Bury St. Edmunds, England, have designed a new type of plow which is claimed to overcome soil friction. A wriggling motion is imparted to the coulter and a rocking motion to the share, by which means the inventors claim that cutting is facilitated and friction reduced. The motion to coulter and share is transmitted from one of the land wheels.

I. H. C. Representatives in South Africa

E. C. Duffy, who has been directly connected with sales work in Canada for nineteen of his twenty-one years of service with the Harvester Company, has been transferred to South Africa as sales representative. Mr. Duffy began work in the Harvester organization in the cost department at the McCormick Works in 1902. In 1904 he began nine years' service in charge of the order and schedule department at the Hamilton Works, International Harvester Company of Canada, Limited. He then returned to Chicago and had charge of stock for Canada. In 1918 duties connected with motor truck sales activities in the Dominion were added.

Mouth to mouth advertising is the most lasting because it's the result of sincere confidence.

Tractor Cuts Cost

"Agricultural conditions today are, I believe, the forerunner of a great increase in the use of the farm tractor," writes J. W. Gray, president of the Gray Tractor Co., Inc. Minneapolis.

"With reduced farm income, greatest efficiency in farming was never so imperative as now. The demonstrated ability of tractors to turn operating losses into gains, through increasing output while cutting costs, is making them more indispensable than ever to successful farming.

"While there are some farmers whose capital has been seriously impaired, eliminating them as potential tractor buyers, at least for the time being, there are thousands of others who have the cash to buy anything they want at any time.

"It is among this class that tractor manufacturers and dealers are finding a profitable and rapidly growing sales output. The judicious investment of capital in improved farming machinery promises a relatively greater return today than ever before."

Making Light Steam Tractors

Our readers will recollect the descriptive article which appeared in our columns some time ago in connection with the Bryan light steam tractor. The Bryan Harvester Co., Peru, Ind., state that their output is contracted for in advance for close to two years. A large shipment was recently made to California.

This light steam tractor embodies a small, compact boiler, steam being generated by oil fuel. It is exceptionally simple in design, and is claimed to be very economical in operation.

A High-Lift Stacker

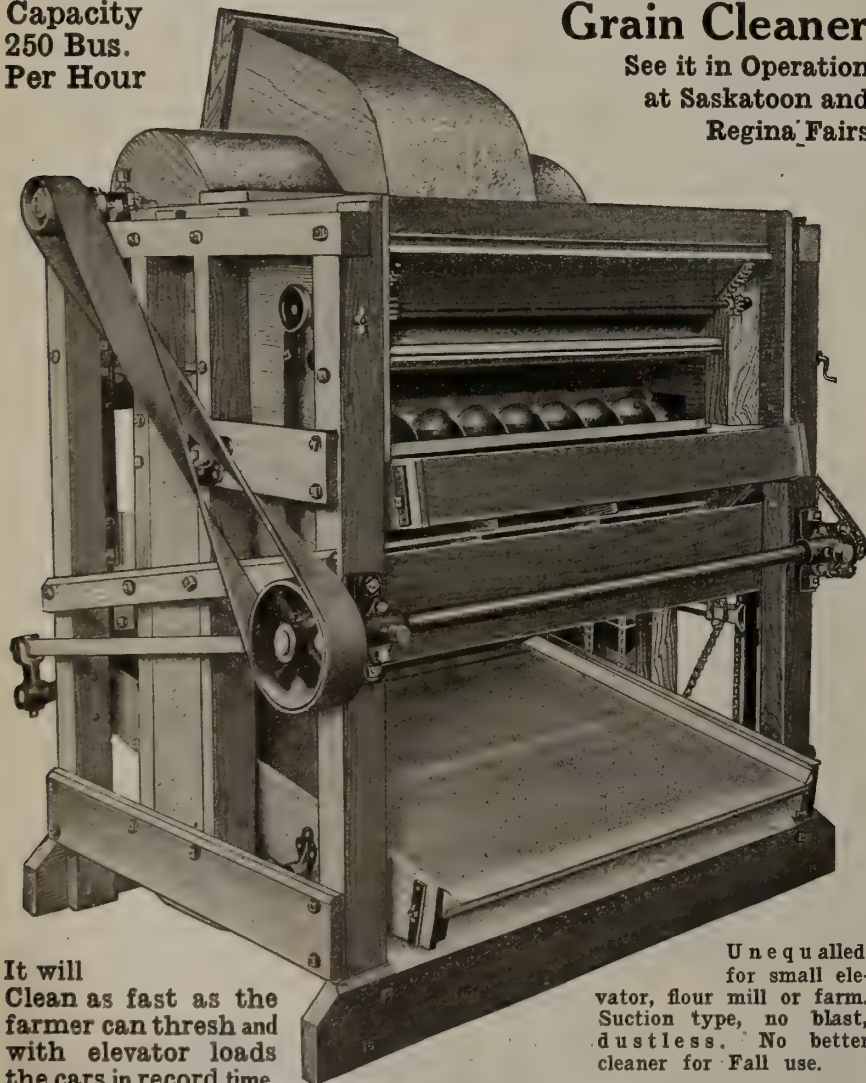
The International Harvester Company are giving prominence to their new McCormick-Deering high-lift hay stacker which will build stacks some 25 ft. high. It is stated that it not only permits high building but at the

The New BULL DOG NO. 6

Capacity
250 Bus.
Per Hour

Grain Cleaner

See it in Operation
at Saskatoon and
Regina Fairs



It will
Clean as fast as the
farmer can thresh and
with elevator loads
the cars in record time.

Unequalled
for small ele-
vator, flour mill or farm.
Suction type, no blast,
dustless. No better
cleaner for Fall use.

The New No. 6 Cleaner is ideal for the man who wants to market clean grain. Strong, efficient, durable. Get price and our liberal sales offer. We manufacture grain cleaners from 25 to 1200 bus. capacity. Write:

THE TWIN CITY SEPARATOR CO., Ltd.
QUELCH STREET - - - WINNIPEG, MAN.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

same time gives wide stacks. The stacker is strong, light in draft, quick-acting, and easily adjusted and equipped.

Avery Announce New "Junior" Thresher

The Avery Co., Peoria, well-known manufacturers of threshing machinery, recently announced a new line of "Junior" threshers especially designed to be operated

observed back of the cleaning fan and directly in front of the sieves. By this the fan blast may be deflected either to the front or rear part of the sieves. At the rear of the cleaning shoe is located the return auger, delivering any heads that need to be re-threshed to an elevator which

Tractor Cultivation for Eradication of Sow Thistle

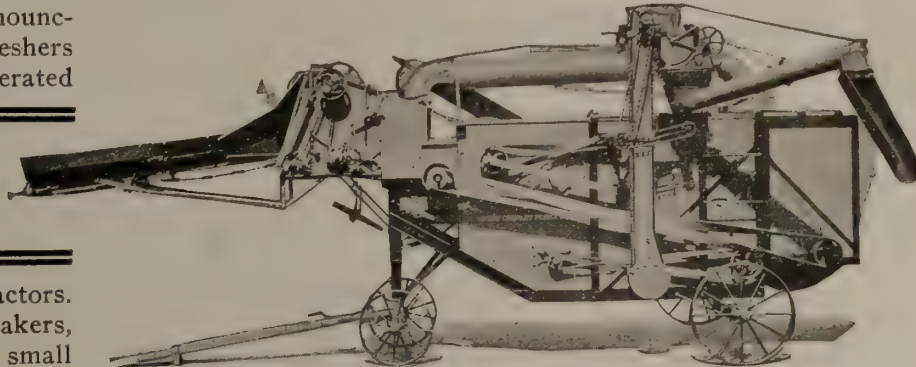
Western Canada has one of its biggest agricultural problems in weed control, and among the common weeds, particularly in Manitoba, sow thistle forms a bad inheritance from flooded

In the Russian thistle area, there are no sow thistles, since conditions are not favorable to its growth. Sow thistle lives on the surface water of the heavier and lower soils. It flourishes on wet, heavy lands, and does well on the gumbo clay of the Red River valley.

Surface water is a determining factor for this weed. It is relatively worst between and around lakes, and is at its worst on the heavy soils and flood plains. Again it will be found on the flats in the south-west of Manitoba, dying out in the lighter soils in the extreme west. In fact the Red River valley is over-run with sow thistle which has slowly advanced westwards along water courses and railways, rather than by wind driftage.

Perennial sow thistle, like all perennials, is a bad root spreader. Its underground root stocks develop very rapidly and every bit of these root-stocks is capable of developing sow thistles. Normally the thistles come up every

Straight Side View of Avery Junior 24 x 38 Thresher



by two or three plow tractors. Such a thresher, say the makers, meets the demand for a small separator for individual use, or for small threshing runs. The cylinder width of the new machine is 24 ins., and the width of rear, 38 ins.

It is stated that the Avery "Junior" is very light running, being equipped with self-aligning ball bearings on both cylinder and windstacker shafts. It is equipped with Hart new model feeder, which enables the grain to be fed evenly without clogging or bunching. In the new Avery "Junior" the cylinder is ruggedly built with strong bars and wide bands. The concave circles are adjustable the full length of teeth, and behind the cylinder is an adjustable grate. Avery "Jumbo" drop-forged cylinder teeth are used, being heat-treated and guaranteed for life against breakage.

Behind and above the cylinder in the Avery "Junior" there is a four-wing beater. Below the beater is a moving steel grate forming the front end of straw rack. After the straw passes the beater is thrown back on the lattice-work straw rack and is carried along by the motion of the rack. The latter is hung from hangers located on the outside of the machine which are set so as to give the rack the right motion to get the grain out of the straw and move the straw away from the cylinder in an even, rapid flow.

The grain pan and cleaning shoe, says the manufacturers, are in one piece—the pan having a corrugated bottom that keeps the grain moving back to the cleaning shoe in a steady stream. The straw rack and grain pan are designed to balance one another so that vibration is eliminated.

Different lengths of stroke are secured by simply changing the connecting rod to different holes in the lever. An adjustable wind board or deflecting plate is also

carries them back to the cylinder.

Strongly built and with its light running qualities, the Avery "Junior" thresher should find a field of usefulness and new business for the dealers who handle two or three plow tractors and who sell Avery goods.

areas and soil drifting. The flooding in various municipalities in the Red River valley has greatly extended and intensified the spread of this weed, especially in the low lying areas near lake shores where neither cultivation or grazing is possible.

Success Through Over 40 Years Supremacy!

Melotte Cream Separators

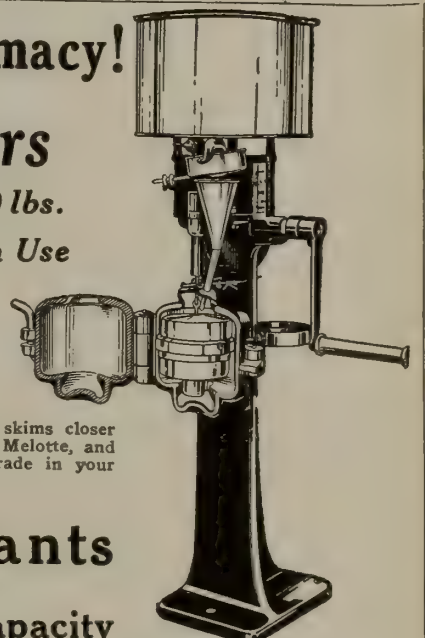
12 Sizes: Capacities 280 to 1,300 lbs.

World Famous — Over a Million now in Use

The dealer who sells the "Melotte" is assured good business. The original and genuine Melotte is a leader the world over. It has never been equalled for close skimming efficiency, easy running and long service.

Show Them and Sell Them the Original "Melotte"

Over 100,000 Melottes are in use in Canada alone. Their self-balancing, frictionless bowl skims closer than any other cream separator. Easy sales terms arranged. It pays the farmer to own a Melotte, and pays the dealer to supply him. Eliminate competition. Dominate the cream separator trade in your locality by getting the agency for Melotte Cream Separators.



Lister Power and Light Plants

From 40 to 1,000 Light Capacity

Automatic, Semi-Automatic, Non-Automatic

"LISTER-BRUSTON" for Every Demand

Direct-coupled and radiator-cooled. A range of sizes to suit every requirement for farm, store, hall, church or school lighting. Powered by the famous Lister engine; high tension ignition; automatic lubrication; shunt-wound dynamo. Let us know about your prospects; we will help you close sales.

"LISTER-PHELPS" for Light and Power

Made in two sizes, 1000 and 1500 watts capacity. Guaranteed to supply 50 or 70 lights without battery. No switchboard. A lever starts or stops motor, cutting out battery and delivering 3 1/4 h.p. to power pulley. Use gasoline, kerosene or distillate.

Our Sales Contract Will Interest You

VISIT US AT THE EXHIBITIONS

The complete Lister Line will be on display at the CALGARY, EDMONTON, SASKATOON and REGINA Exhibitions. Bring in your prospects.



Our Complete Line Includes

"Lister," "Canuck" and "Magnet" Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte," "Lister-Premier" and "Magnet" Cream Separators, Milk-ers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, Etc.

R. A. LISTER & CO. (Canada) LTD.
Winnipeg, Man. Hamilton, Ont.

few inches apart from the creeping root-stocks, which are often 20 to 30 feet long. A single root may carry at least one hundred sow thistles, hence the necessity for proper and timely cultivation for the elimination of this pest.

When young it has light yellow-green leaves with prickly margins, which vary greatly in shape and size. The root stocks are shallow, growing within 3 or 4 inches of the surface. When the plant blooms, in July, it has an orange-yellow blossom, larger than the dandelion, which it closely resembles.

To eradicate sow thistle it is necessary to summer fallow every third year if at all possible. Black fallow and the duck-foot cultivator have been proved to be the most effective means of dealing with this weed. If sow thistle appears on the fallow, it is getting the better of the farmer. Sow thistle must be discouraged at once to prevent the leaves forming. Hoed crops, such as corn and potatoes, which permit inter-tillage are also a good equivalent for the summer-fallow in destroying this weed. The sow thistle must not be allowed to go to seed. It is very brittle, and patches of it in a grain field can be knocked down with a cane, for the heads break off very easily. With heavy sow thistle the last resource is to cut the crop containing it, which weed inspectors have to insist upon at times, for otherwise the crop would be a loss and the seed be spread broadcast. A weed that produces 2000 to 6000 seeds so as to get through the winter requires the best sort of cultivation.

In handling the summer-fallow for sow thistle by horse cultivation the job must often be seen to when the farmer requires his horses for other work. The light weight tractor, with a good cultivator, can be used very economically for cultivation for sow thistle eradication, and the light load allows a large acreage to be thoroughly cultivated in a short time. For this purpose alone the farmer will find the tractor a great asset; the land can be handled more frequently and the tractor employed at a time when it is not generally needed for other work. The factor of expense in cultivation is very little compared with the value of the effect thorough cultivation means to the summer fallow.

Massey-Harris Disc Harrows

The new Massey-Harris No. 14 disc harrow is strongly built in

every particular, and braced by generous angles and supports. It is equipped with ball bearings which reduce draft greatly, and has heavy wearing plates to take the end thrust. All levers are conveniently located, and two are used for setting the gangs at an angle. Pressure is applied to all gangs through one lever, a spring tooth fitted with a reversible point operating under spring pressure applied by a hand lever cultivates the strip between the two center discs.

Alberta Notes

Congratulations to W. E. Hall, secretary of the Calgary Wholesale Implement Association, who recently has been called to the Bar of Alberta as a barrister and solicitor.

The wholesale implement trade in Alberta report that the present system of selling machinery only for cash on delivery in the area in that province covered by the Drought Area Relief Act is working out very satisfactorily.

To Supply Russia

It is reported that Krupps Works, at Essen, Germany, have devised a scheme to supply Russia with a large volume of implements and machinery. The German interests propose to establish experimental stations in Russia, using their own machines on a profit-sharing basis, the machines to be eventually sold to the peasant operators.

Developing Lighting Plant Business

You will not sell a farm light and power plant right off the bat because of a convincing window display, any more than you will sell an automobile or a tractor by the same tactics. There is more to a farm light and power plant than just looks, says Farm Equipment Merchandising. The farmer is a tough species of humanity to handle—and it is easier to sell gold bricks to the city fellow than it is to get the farmer to buy a useful article. Even demonstrations of a farm light and power plant in your own store will not carry a tremendous amount of conviction; you have got to go right to his farm and actually demonstrate how his farm and home will be improved by installing such a plant.

But your window display, or the fact that you light your own store with the plant, will do a great deal to create prospects you can follow up. A window display is a great trade builder.

Confer With the Traveller

The jobber's traveller can be of great help to the dealer in the matter of purchasing goods and laying in stocks. He can give invaluable advice, and the average traveller has more sense than load a dealer up. It is to his advantage to sell the dealer only those lines which will move rapidly. As he travels through his territory the salesman is in a good position to know what goods are selling, so he is a good man to consult on your requirements, and to advise you correctly when buying.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

C. & S., Alta.—Guards M527 and knife head M203 are for a mower made by the Emerson-Brantingham Implement Co., Rockford, Ill. You can get necessary repairs by writing to the Calgary branch of the company.

M. J. C., Man.—There are no repairs available in the West for Turner tractors. Address the Turner Manufacturing Co., Port Washington, Wis.

W. & J., Sask.—The nearest point from which to get repairs for a "Baker" windmill is by writing to North-Western Wind Engine Co., 100 Third Ave. N. Minneapolis.

J. H. B., Sask.—Part RD391 is for a new Rotary Dutchman disc plow manufactured by the Moline Plow Co. Replacement can be had from the John Watson Manfg. Co., 311 Chambers St. Winnipeg.

Van Allen axles—Does any reader know what make of farm wagon the Van Allen patent axle was used on. Patent was filed in 1897.

J. P., Man.—Champion road graders are manufactured by the Good Roads Machinery Co., Kennett Square, Pa. Parts are carried in Winnipeg by the Canada Ingot Iron & Culvert Co.

B. B., Sask.—The only firm who make a brush cutter suitable for a 12-24 h. p. tractor is the Eagle Manfg. Co., Dauphin, Man. If, however, you require a brush breaker, the International Harvester Co., Cockshutt Plow Co., or the Edmonton Iron Works, Edmonton, can supply you.

J. S., Alta.—The gang plow known as the "Monitor" has been obsolete for years, and there is no possibility of getting any parts whatsoever. Shares for this plow can still be had. From the diagram of the standard bracket you show, it will be quite possible to get it repaired by oxy-acetylene welding. You can have this done by any blacksmith who has welding equipment.

H. B., Sask.—Repairs for the "Quick Meal" oil stove can be had from the James Stewart Manufacturing Co., 156 Lombard Street Winnipeg. There are no repairs available for the "Paris" gang plow. Shares may be had, however from D. Ackland & Son, Ltd., Winnipeg. The stove company you mention will forward you the parts within a few days.

M. F. N., Alta.—Brass boxings T51; guards, T26; sickle head Z45, etc., are

all parts for an "Acme" mower, manufactured by the Acme Harvesting Machine Co., Peoria, Ill. Your order has been sent them for attention.

J. B., Alta.—Plow with share marked 16X, and with "Eclipse 5" under the seat, is a Fuller & Johnson. If parts are required write to the Madison Plow Co., Madison, Wis. Shares for this plow can be had from Wilkinson-Kompass, Ltd., Winnipeg.

J. P. Man.—The "Gale" plow is now obsolete. Some repairs can be had by writing the Moore Plow & Implement Co., Greenville, Mich., U. S. A.

R. E., Man.—Part X186 is from a John Deere plow. Write the Winnipeg branch, John Deere Plow Co., Ltd.

P. A. S., Sask.—Subscriber wants to locate maker of an engine with valve cage and valve, marked 3TR16, and boxing D48R. Can any reader identify this engine, and advise us?

J. A. C., Alta.—Casting H2B is for a "Tiger" single disc drill. The only repair source is the Vim Tractor Company, Schleisingerville, Wis., U. S. A.

A. S., Alta.—We are advised by James M. Rae & Co., Medicine Hat, that the "Power King" engine, for which you require parts, was made by the Gray Motor Co., Detroit, Mich., and was sold under the above name by Foundry Products Co., Calgary, who are now out of business. The Medicine Hat company have a few repairs in stock and may be able to supply you.

F. P., Man.—For parts for a "Milwaukee" mower, address the International Harvester Co., Chicago.

A. H., Sask.—The only repair source for Fuller & Johnson parts is the T. Eaton Co., Winnipeg. They have a few plow parts. The firm Fuller & Johnson Mfg. Co., Madison, Wis., should be able to supply you. We cannot identify the make of harrow cart with wheel bushing 666 or 999. The Moline harrow cart bushing is 869. Please send us number of the axle gearing.

A. W. B., Sask.—Parts for the Maw-Hancock disc plow can be had from the Canadian Stover Engine Co., Brandon. Collar for disc scraper, part P1467, is not a Hancock part, however. It is for a Massey-Harris plow—and part can be had from their Regina branch.

O. D., Sask.—No repairs for the "Vulcan" plow are carried in Canada. The shares are marked 41SC. For parts write the Vulcan Plow Co., Evansville, Ind., U. S. A.

H. & W., Alta.—Part 4385 is a foot lever for lock for a gang plow made by the J. I. Case Plow Works Co., Racine, Wis. Price of part is \$1.20. Write the J. I. Case Plow Works Co., 622 South Third St. Minneapolis, Minn.

W. Co., Man.—For parts for the Mitchell farm wagon, address wagon department, Deere & Co., Moline, Ill.

J. W. Mc., Alta.—Small flour mills can be had from the Canadian Fairbanks-Morse Co., Calgary. For a large grain cleaner, write the Twin City Separator Co., Quebec St. Winnipeg.

M. L. C., Sask.—Repairs for the "Superior" grain drill can be had from the Canadian Oliver Chilled Plow Co., Notre Dame St. East, Winnipeg.

W. & J., Sask.—"Magnet" cream separators are now sold by the R. A. Lister Co. of Canada. For repairs write them at Regina or Winnipeg.

J. M. K., Sask.—There is no firm in Canada who carry parts for the "Chandler" pump. Write direct to the manufacturers, the Chandler Pump Co., Cedar Rapids, Iowa.

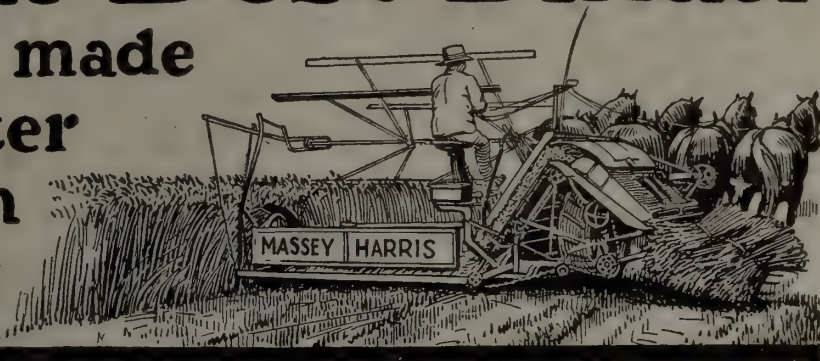
S. J. F., Sask.—The only repair source for Rock Island horse plows is to write direct to the Rock Island Plow Co., Rock Island, Ill.

Mc. I. & B., Sask.—You can get a bull pinion for counter-shaft, drive side, of an American-Abell steam engine from the Advance-Rumely Thresher Co., Winnipeg.

E. & W., Sask.—Harrow cart with wheel holder marked F479 and F480 is for a cart manufactured by the John Deere Plow Company. You can obtain repairs from the Regina branch of the company.

The Best Binder

now made
better
than
ever



Recent additional features give the Massey-Harris increased harvesting ability: lighter draft: added conveniences in operation and lower up-keep cost in a binder that has established a reputation for using less twine than any other: a reputation for stamina: a reputation for low repair expense: and a reputation for ability to harvest all conditions of crops.

The Massey-Harris has more roller bearings than any other giving light draft: a stronger frame: new style effective canvas slackeners: a binding attachment and knotter that ties tighter sheaves: 70 different positions of the reel giving control over the most difficult crops are available: a table that cuts as low as within one inch of the ground; and workmanship and construction that assure long and satisfactory service with but little spent for repairs.

Harvest is the time when your customers cannot afford to take a chance. The Massey-Harris Binder - the best binder - is now made better than ever.

Cash in on the reputation and efficiency of Massey-Harris Binders this season. For details and dealers proposition, write the nearest Branch.

MASSEY-HARRIS CO., Limited

Established 1847—76 Years Ago

Winnipeg, Brandon, Regina, Saskatoon, Swift Current, Yorkton,
Calgary, Edmonton, Toronto, Montreal, Moncton.

The Massey-Harris Corn Binder is an efficient harvester for corn or sunflowers



Sizes:
22x38
AND
28x46

Every Tractor Owner is Interested in The McCORMICK-DEERING THRESHER

YOU can make up a hand-picked thresher prospect list by referring to your list of tractor buyers. Every one of these should have a McCormick-Deering (International) thresher. All should be equipped to thresh their own grain on time—and to do custom threshing for a few of their neighbors. There is no quicker way to pay for a tractor than by such custom work. Point out this fact to your present tractor owners, and make it a sales point when selling new tractors. A tractor and thresher sale is worth working for. Don't let this good business slip through your fingers.

McCORMICK - DEERING TRACTORS

McCormick-Deering 10-20 and 15-30 Tractors are popular both for belt and drawbar work. The ball and roller bearings, ball-bearing crankshaft, unit main frame, and complete equipment make them easy to sell to men who want dependable farm power.



If your advertising literature supply is low—call on your branch house for more. The McCormick-Deering is a wonderful thresher, has been popular for years and is worth your best efforts.

Advertise—

Canvass—

Sell!

Now is the time.

INTERNATIONAL HARVESTER COMPANY
OF CANADA LTD.
HAMILTON CANADA

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 8

WINNIPEG, CANADA, AUGUST, 1923

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy, 10 Cents)



The Art of Spending

Getting the most for your money and conquering the tendency to spend for trifles is possible only through practice and self discipline.

When possible avoid the habit of buying on credit. A good rule is "Pay as you go." Think twice and challenge the necessity of every expenditure.

"Double your Savings; It CAN be Done."

937

UNION BANK OF CANADA

Head Office - WINNIPEG

Lost--Over \$7,000,000

In Canada's 1922 fire loss of over \$43,745,000 only 83 per cent. of the total loss was covered by fire insurance. Over \$7,000,000 value in property goods, household effects, etc., went up in smoke without any recompense to the owners. What does non-protection mean to the firm or individual?

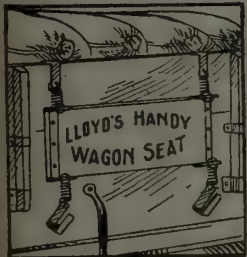
How is your Fire Insurance? Are you adequately protected? For over 16 years we have given Hardware and Implement Dealers real protection at a worth-while saving—ONE-HALF of the Board Companies rates.

We charge board rates and refund 50% of the Premium at expiration of policy. Now is the time to look into the service, safety and saving offered by our Policies.

ASSETS OVER \$5,300,000.00
NET CASH SURPLUS OVER \$2,007,000.00

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,
802 Contederation Life Building, Winnipeg.



The Wagon Loaded

Lloyd's Low-Down Spiral Spring Wagon Seats



Going Home

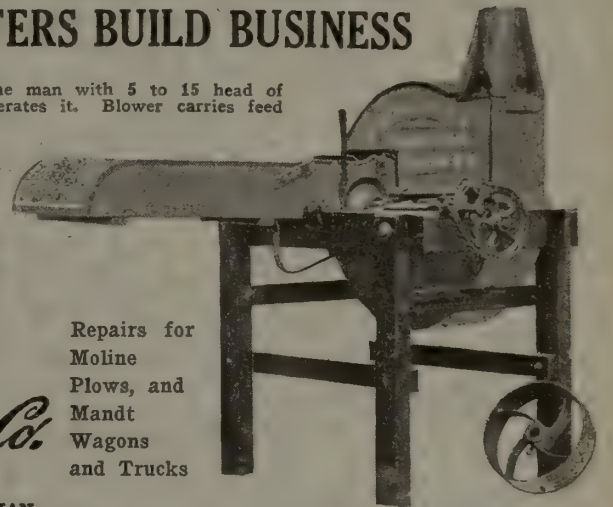
DISPLAY THEM AND THEY'RE SOLD!

Known everywhere as the lightest, strongest and most practical wagon seats made. The only standardized seat; suits any wagon. Takes up no box space; low-set; protects driver from wind and gives full control over team. Carry 600 lbs. with ease. Get a stock. Every seat sold sells a dozen.

FIT ANY WAGON OR SLEIGH BOX!

"EXCELSIOR JUNIOR" BLOWER FEED CUTTERS BUILD BUSINESS

An ideal machine for the man with 5 to 15 head of stock. 4 to 6 H.P. operates it. Blower carries feed to any part of barn or elevates up to 20 feet. Capacity $\frac{1}{2}$ to $\frac{3}{4}$ ton of feed per hour. Cuts three lengths $\frac{1}{2}$ to $1\frac{1}{4}$ inch. One lever starts, stops, and reverses; 9-inch throat; blower connection fits 6-inch stove pipe. Pulley 12x4 inches. Feed table turns out of way. Get our prices.



Repairs for
Moline
Plows, and
Mandt
Wagons
and Trucks

John Watson Mfg. Co.
LIMITED

311 CHAMBERS STREET,

WINNIPEG, MAN.

LISTER Ensilage Cutters

Easy Running—Have Great Capacity
Two Sizes:—10 Inch and 13 Inch



Operated by 5 h.p. up to tractor power. One-piece frame gives perfect alignment. Rigid, strong and well braced. Fully protected cutter wheel. Convenient feed table and rolls. Solid knife wheel, and 6-blade unbreakable fan. Cut $\frac{1}{4}$, $\frac{1}{2}$ or 1". The 10-in. Lister raises ensilage 50 ft. with ease. These cutters meet any competition. Don't delay.—

Get our Prices and Liberal Sales Offer

Other Lister Lines:—"Lister," "Canuck" and "Magnet" engines, Grain Grinders and Crushers, "Melotte" and "Lister-Premier" Separators, Electric Lighting Plants, Milkers, Churns, Silos, Sawing Outfits, Pumps, Pump Jacks, Etc.

R. A. LISTER & CO. (Canada) Ltd.
WINNIPEG, MAN. HAMILTON, ONT.

How is your stock of

Bill Heads and Letter Heads?

Is it running pretty low?

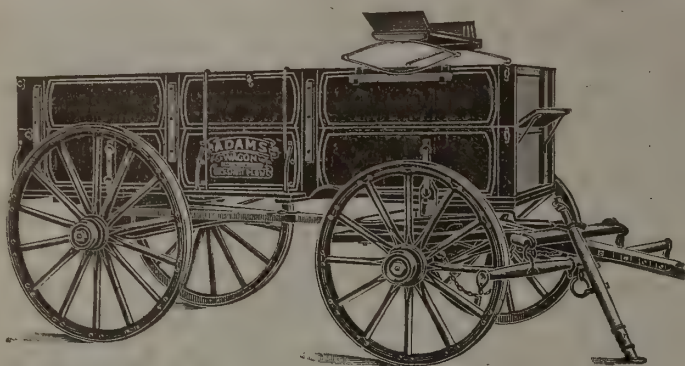
If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The **STOVEL COMPANY LTD.**
A Complete Printing Service

Bannatyne Ave.

WINNIPEG



ADAMS WAGONS and FARM TRUCKS

Pioneers and Acknowledged Leaders in the
Wagon Trade

The name "Adams" on a wagon is every man's guarantee of the best that can be purchased in the Wagon Line. They have a national reputation for *Quality*—a reputation that is a valuable asset to any dealer's business. The purchaser of an Adams Wagon or Farm Truck is a satisfied customer—one who comes back for other goods of the same "*Quality*."

The materials used in our line of Farm Wagons, Trucks, Carts and Lorries are the best that money and long manufacturing experience can buy. They are substantially put together by experienced wagon builders, who have every facility at their disposal in the way of up-to-date plant, equipment, etc. to turn out the highest quality of work.

*Our traveller or nearest Branch house will give you full information and literature on these and our other lines of Farm Implements and Machinery.
Be fully prepared to promptly meet the demand for new implements in your vicinity.*

COCKSHUTT PLOW CO., LTD.

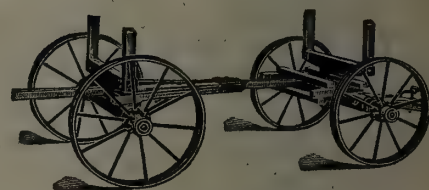
Winnipeg

Calgary

Regina

Edmonton

Saskatoon



When Writing Advertisers, say you saw it in "CANADIAN FARM IMPLEMENTS"

"Waterloo" Champion Separators

Do More Work—Better Work—In Less Time

Capacity and economical, efficient work are what farmers require in a thresher this fall. The "Waterloo" Champions get ALL the grain. Their reputation for fast, clean work and enduring service, and ability to handle the crop under the most adverse conditions, make them a line that assures the dealer business. Belt the "Waterloo" Champion to a Heider or Eagle Tractor and you have a team that can't be beaten. Equipped complete with wind-stacker, feeder, wagon loader, register and with cross conveyor if desired. Now is the time to go after thresher business.

HEIDER TRACTORS FOR PROFITABLE FALL SERVICE

Made in three sizes: 9-16 h.p., 12-20 h.p. and 12-24 h.p. Backed by over 15 years field work—a sturdy tractor that gives excellent service for threshing or fall plowing. Have no gears to strip—15 to 20% fewer parts. Seven speeds forward or reverse, with one lever, on one motor speed. Get complete details on the Heider line and our liberal sales offer.

E TRACTORS 12-22 H.P. 16-30 H.P. EAGLE



Give smooth, steady power delivery for every job. Heavy duty Twin-cyl. valve in head motors are 7x8" and 8x8" Hyatt equipped. Use gasoline or kerosene. Enclosed gearing and auto steering. Show and sell them the "Eagle"

We also manufacture Waterloo steam engines in 16, 18, 22 and 25 h.p. and handle tractor plows and power disc harrows.



Seven Sizes:
20x36, 24x36, 24x42, 28x42,
32x52, 36x56, 40x62

Canada's
Foremost
Threshers



Get the Waterloo Agency

WATERLOO MFG. CO., LTD. Portage la Prairie, Winnipeg,
Regina, Saskatoon



BINDER



KNIVES — SECTIONS
GUARDS

BINDER CANVASES

BINDER
REEL ARMS — REEL FANS
CANVAS SLAT REPAIRERS

BINDER WHIPS

GRAIN



SAVING

GUARDS
FOR LODGED GRAIN FIELDS

ORDER YOURS NOW!



D. ACKLAND & SON, LTD.

WINNIPEG

::

CALGARY



tion, as outlined above, only getting down to specific business if the farmer himself gives the lead. Do not forget his wife with her washer, churn, water system, etc., possibilities.

Definite knowledge of financial resources can often be obtained during a friendly visit without asking any question as to same.

"Too much work" you say. The writer believes that you cannot build and maintain a successful business by sitting in your office and waiting for trade to come to you. Business that comes that way is just as likely to go to the other fellow.

The Factor of Suggestion

The success of the mail order house comes partly from suggestion. A considerable portion of orders they receive are for things the farmer never even thought of until he saw them in the catalog.

It is part of your business as a dealer to make intelligent suggestions to your prospects, and you cannot do that effectively without personal knowledge of each individual case.

Keep closely in mind the personal element, your own as much as the other man's. Establish your own standing so that your word will carry weight. Do not be afraid to say you "don't know," but if you have to say that, get posted at once so that the next time you will know.

There are many machines in the Canadian West from the United States and Eastern Canada that are not even made now, yet are still capable of good work with a few repairs. "Canadian Farm Implements" maintains a free Information Service for subscribers, and you can make the farmer a friend by finding from them where repairs for his old implement can be obtained.

The test of any plan is, is it practical? We have not tried to go into detail, but we know that the possibilities are great and they offer a big reward to the man who is willing to put himself into it.

There is no reason why 1923 should not be a banner year for the implement dealer, but you cannot get business by talking "blue ruin," nor is there any reasonable ground for feeling blue.

The men who jumped in and paid unreasonably high prices for land, thinking that wheat was always going to sell for \$2.00 per bushel, were not more foolish than those who say now the farmers are all leaving the farms. Farming is here, here to stay,

here to make good, and going to do it too.

What is needed is more backbone. If you are inclined to think this is all armchair talk, just sit down and honestly think it out—No one ever got anywhere by sitting down and crying and wishing.

Let us hear from you if you have a better plan; pass it on for the benefit of other dealers. The success of one man may be the success of all.

Executive of Implement Section Retail Merchants' Association

At the recent convention of the Saskatchewan branch of the Retail Merchants' Association, the following gentlemen were elected as executive committee of the Implement and Automotive Section of that body.

A. J. Humphries, Raymore, Chairman. W. J. Keller, Shaunavon, 1st Vice-Chairman. M. O. Lundlie, Prince Albert, 2nd Vice-Chairman. J. A. Stahl, Borden, Treasurer. L. Campbell, Melfort, Hon. Secretary.

According to a resolution passed at the convention the implement dealers will hold a trade section meeting during the month of January, 1924, the date and place to be arranged by the executive of the implement section.

Barberry Spreads Black Rust

The United States Department of Agriculture shows that common barberry spreads black stem rust to adjacent wheat fields. Agricultural writers in records from 1750 to 1865 noted that wherever barberry bushes were found near wheat fields, there also was found infected grain. In the old days controversy raged around this point. The matter finally was cleared up in 1865 by De Bary, a German scientist, who made careful experiments and found that the life history of the black stemrust parasite is as follows: The black stage of the rust lives through the winter. It can not infect grains or grasses. The spores (seeds), however, do infect the common barberry, on which they produce the cluster-cup stage of the rust. These cluster-cup spores are then blown by the wind and infect grains and grasses, on which they produce the red or summer stage of the rust. This stage continues to propagate and spread until late summer or fall, when the black stage again is produced. Yet a barberry bush can be destroyed with an hour's work and a grub-hoe.

A special study to determine the extent of infection and loss from a single bush was made by one of the State leaders of barberry eradication. The outbreak of stem rust which started from a known bush traveled in one direction, at least, for about 5 miles. The total wheat area affected on 18 different farms was 963 acres. An average yield of only 8.1 bushels per acre was obtained, while it was estimated that had there been no loss from rust infection the average yield would have been 21.4 bushels.

The average yield for that year was only 37 per cent. of what it would have been without the black stem rust, or a total yield of 12,520 bushels. At a dollar a bushel the combined money loss from this single bush in this one direction was \$12,520 or an average loss to each farmer of \$696 worth of wheat.

Plow Works Elect Officials

At a recent meeting of the stockholders of the J. I. Case Plow Works, Racine, Wis., the following officers were re-elected:

President, H. M. Wallis; vice-president, G. C. Weyland; secretary and treasurer, William L. La Venture.

The stockholders elected the following directors: H. M. Wallis, G. C. Weyland, R. O. Hendrickson, W. L. La Venture, W. C. Quarles, Milwaukee; B. F. Troxwell, New York; John I. Beggs, Milwaukee; W. A. Tilden, Chicago, and D. G. Spöckton, St. Louis.

An increase of 54 per cent. in sales for the first eight months of the fiscal year was reported.

U. S. Dealers Vote on System of Pricing

The National Federation of Implement Dealers' Association in the United States have issued ballots to over 12,000 dealers for the purpose of a referendum. The ballots were mailed all dealers who are members of state and interstate associations affiliated with the National Federation.

The purpose of the vote is to settle the question of pricing implements by the list and discount method. The board desires to obtain the consensus of opinion of the dealers to be used as a guide in discussion of the matter at the annual convention in October next.

"Farm Machinery-Farm Power," St. Louis, in commenting on margins in the trade, as a result of an investigation made by that

publication, believes that dealers are most reasonable in what they consider a fair and adequate discount. Our contemporary says:

"It will be noted that most of them are between 20 and 30 per cent. with the largest number in favor of approximately 25 per cent., except in the case of threshers, where the largest number think 20 per cent. is sufficient. These figures are certainly in line with the average cost of doing business for a most exhaustive investigation among hardware stores recently developed the fact that it costs hardware dealers 21.56 per cent. to transact business, and there are very few but will agree that the cost of operating a strictly implement business with its additional selling assembling and service costs is greater than the average hardware store."

Thresher Manufacturer Dead

Henry Moody, president of the Matthew Moody & Sons Co., Terrebonne, P. Q., died in hospital in Montreal recently. He was born in Terrebonne in 1846, and on completion of his education he joined his five brothers in the firm founded by their father in 1845. He was connected with the company for 57 years and during that time was vice-president and general manager. On the death of his father seven years ago he became president.

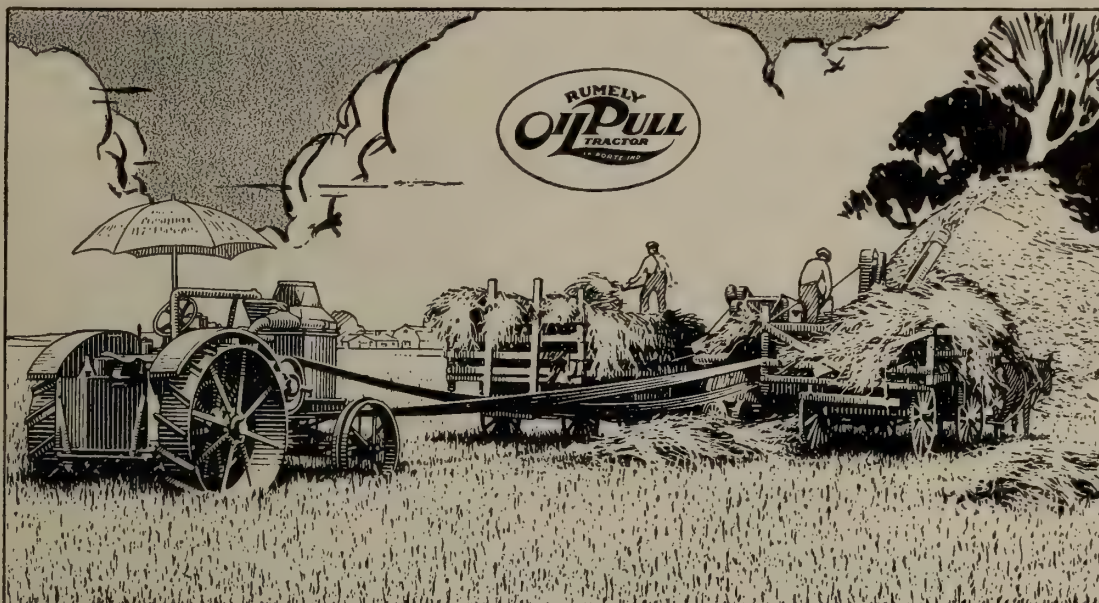
U. S. Implement Factories Generally Busy

The agricultural implement industry in the United States employed less people during June than in May of this year, according to the Department of Labor, a decrease of 4.5 per cent. being noted in the payroll, and a decrease of 7.7 per cent. in the wages of these workers.

Of the establishments reporting, 86 per cent. were operating full-time and the other fourteen per cent. were operating part time.

General Motors Add Truck Subsidiary

Following closely on the formation of the Cadillac Motor Car Co. of Canada Limited comes the announcement of another new company, the General Motors Truck Co. of Canada Limited. The General Motors group now includes Canadian companies for the following cars and trucks: McLaughlin-Buick, Chevrolet, Oldsmobile, Oakland, Cadillac and General Motors Trucks.



"OilPull excels in belt work" say users and dealers

YOU constantly hear from users and dealers remarkable reports of OilPull performance on the belt. For example, Fred Link, Jr., of Findleyville, Pa. writes:

"I have used my 16-30 OilPull tractor 100 to 125 days a year for over 2 years for threshing, and for baling hay. In threshing I use 18 gallons of kerosene a day at 12c. —save enough on fuel over steam power to pay the wages of one man. Gives steadier power on the belt and better power on the drawbar than steam. Total repair expense for 2 years only \$1.05."

What users and dealers everywhere have experienced in actual service, has been proven time and again at the best known agricultural colleges. OilPull first broke the previous world's tractor belt-power fuel economy record in 1912 at Winnipeg. Since

then it has made seven new and unmatched records in official tests. It stands supreme in fuel economy as well as in unfailing dependability and steady power.

Other OilPull advantages in belt work are: frame shifts to give ample belt clearance; direct connected belt pulley saves loss of power; pulley is correct height for putting on belt easily and to prevent belt from dragging; clutch starts load without jerking; operator has direct view of belt and controls clutch from seat.

The OilPull is team mate to the Rumely Ideal Separator—the thresher that is famous for capacity, sturdy strength and for remarkable grain saving ability. A simple request brings full details of our proposition to dealers.

OILPULL

"The Cheapest Farm Power"

ADVANCE-RUMELY THRESHER CO., Inc.
La Porte, Indiana

Calgary, Alta.

Saskatoon, Sask. 48 Abell Street. Toronto, Ont. Winnipeg, Man.

Regina, Sask.

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, husker-shredders, alfalfa and clover hullers and farm trucks

Serviced through 33 Branch Offices and Warehouses

With the Manufacturers

The International Harvester Co. has adopted Remy equipment for its entire line of trucks.

Frank Silloway, vice president of Deere & Co., Moline, Ill., returned recently from an extended trip to South America.

The Maxwell-Chalmers Motor Co. of Canada announces the appointment of Paul C. Lott as assistant director of sales.

S. F. Bowser & Co., Fort Wayne, Ind., manufacturers of pumps and tanks, turned out their millionth pump a month ago.

The Hanford tractor scraper for leveling or scraping dirt is now being made by the Yuba Mfg. Co. at its plant in Benicia, Cal.

The Miller Automatic Grain Shocker Co. has been organized at Minneapolis by Earl H. Miller and Wm. F. Peterson, both of Havre, Mont.

The Steel Co. of Canada, Ltd., Montreal, are manufacturers of the "Invincible" brand of wire fencing, which is made from open hearth steel.

The twenty-fourth annual convention of the U. S. National Federation of Implement Dealers' Association will be held in Chicago, Oct. 17, 18, 19, 1923.

The Rock Island Plow Co., Rock Island, Ill., has been conducting experiments with a grain shocker designed by Harvey Yancy.

C. Parker Holt, treasurer of the Holt Mfg. Co., Peoria, Ill., has been elected a vice president and director of the U. S. National Association of Manufacturers.

The seventeenth annual meeting of the American Society of

Agricultural Engineers will be held Nov. 8, 9 and 10 of this year, in Chicago.

The production of paints, pigments and varnishes in Canada last year was valued at \$23,960,000, representing an increase of nearly \$6,000,000 in comparison with 1921.

The A. C. Spark Plug Co., Flint, Mich., has recently awarded the contract for a four-story reinforced concrete factory building with a floor space of 54,840 sq. feet.

A 40-page booklet has been issued by the Holt Mfg. Co., Peoria, Ill., dealing in a pictorial way with the performance of "Caterpillar" tractors in industry and in agriculture.

The New Owatonna Mfg. Co. has been formed to take over the business of the Owatonna Implement Mfg. Co. at Owatonna, Minn., and the production of seeders will be continued.

William N. Shaw, president of the Eisemann Magneto Corp., sailed recently for Glasgow, Scotland, and expects to spend considerable time in Great Britain and on the Continent.

An improved pump jack has been announced by the White Mfg. Co. of Goshen, Ind., in offering to implement and hardware dealers a noiseless, worm-driven jack of new design.

The Full-Crawler is a track attachment which takes the place of the four wheels of the Fordson tractor. It is made by the Full-Crawler Co., a division of the Geo. H. Smith Steel Casting Co., 500 Clinton St., Milwaukee, Wis.

The Ohio Cultivator Co., Bellevue, O., through direct purchase from the D. M. Sechler Implement & Carriage Co. of Moline, has become the manufacturer of the widely known line of "Black Hawk" planters and drills.

The Keystone Steel & Wire Co., Peoria, Ill., has introduced a new process in the manufacture of steel wire. It is called the "galvannealed" process and is said to treble the life of the product.

To make possible the use of Fordson power in producing listed corn, the Oliver Chilled Plow Co. has built No. 40 two-row lister and the No. 39 three-row listed-corn cultivator. Each implement is suited to Fordson power.

The Canadian K. K. Co., Elora, Ontario, makers of the "Kiddie Kar," have recently placed on the market the "Kiddie Pedal Car," which is fitted with double disc wheels, ball bearings, and rubber tyres.

The claim commission created to settle American war claims against Germany made its first decision July 16. This was an award of \$3,316,765 to the International Harvester Co. for property seized in Germany.

Formation of the Dominion Radiator and Boiler Co., Limited, is announced in Toronto, combining the American Radiator Co. of Canada, Limited, Brantford, and the Dominion Radiator Co., Limited, Toronto.

The Allis-Chalmers Tractor Division, Milwaukee, recently shipped its fourth trainload of tractors for 1923. The train consisted of forty-four cars containing 187 tractors. It was run from Milwaukee to Kansas City. The shipment was valued at \$300,000.

A small 2-h. p. single-cylinder, air-cooled engine called the Unit is being offered farmers by the Unit Motor Co., Kansas City, Mo. It is claimed to have only three moving parts and weighs only 125 lbs.

Joseph D. Oliver, president of the Oliver Chilled Plow Works, South Bend, Ind., was re-elected president of the Purdue university board of trustees at the quarterly meeting held last month.

Exports of binder twine from the United States in the calendar year 1922 totalled 73,833,111 pounds, valued at \$7,423,176, compared with exports of 58,763,686 pounds for a value of \$8,427,258 in 1921.

A contract has just been let by General Motors of Oshawa for the erection immediately north of their present factories on Division Street, of an assembling plant 600 feet long by 100 feet wide.

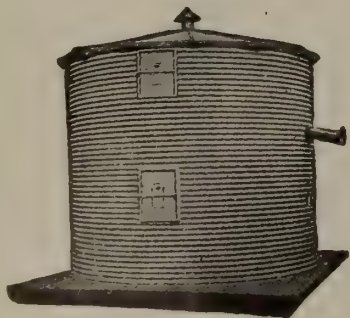
The assets of the defunct Aspinwall-Drew Co. at Waterloo, Wis., were sold at public auction at the plant on July 12. The buildings were acquired by a large nursery concern of Madison, Wis.

The Fosston Manufacturing Company has succeeded to the manufacture of the New Liberty washing machine, formerly made by the Fosston-Carpenter Company, Minnesota Transfer, St. Paul.

International Harvester Company of America have purchased parts of three lots on the northeast corner of East Seventh Street and Court avenue, Des Moines, Iowa.

The Perkins Corp., Mishawaka, Ind., windmill manufacturers,

"EASTLAKE" Portable Granaries



You get the Granary Business—and hold it—when you sell your customers the

"EASTLAKE"

Corrugated Steel Granary

Strong, Rigid, Durable and Easily Erected

Write for Four-Page Illustrated Circular

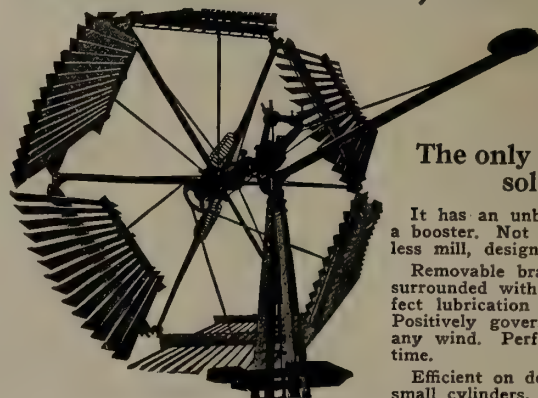
The Metallic Roofing Co. of Canada, Limited
797 Notre Dame Avenue (Manufacturers) Winnipeg

Monitor Vaneless, Gearless, Windmills

Are Still in the Lead

Sizes:—10 and 12 ft.

The only Real Vaneless Mill sold in Canada



It has an unbeatable record. Every owner a booster. Not a makeshift, but a real vaneless mill, designed to withstand any cyclone. Removable brass bearings used throughout, surrounded with grease cavities insuring perfect lubrication for months without refilling. Positively governed to take care of itself in any wind. Perfectly designed to last a lifetime.

Efficient on deep or shallow wells, large or small cylinders.

[Thousands of Monitor Vaneless Mills are Still in Use Which were Erected 30 or More Years Ago.]

We have castings to fit this mill to any tower, three or four-post, or to a mast. Sold through dealers only. Complete stock of mills and repairs carried at Brandon. We also have steel back-gearred mills, sizes: 5 ft., 8 ft., 10 ft., and 12 ft.

Our pump, pump-jack and cylinder lines are also highest grade and moderately priced.

Baker Mfg. Co., Evansville, Wis., U.S.A.

Canadian Distributor:

P.M. AMES, BRANDON, MAN.

are moving to South Bend. A large factory building at 1507 S. Olive St. has been secured. The company will install new machinery with a view to increasing production at least 20 per cent.

The Westco Manufacturing Co., Limited, recently incorporated in Toronto, have acquired the assets, rights and organization of Westco Pumps, Limited, and will carry on the Canadian manufacture of their pumps and water systems.

The Studebaker Corp., South Bend, Ind., report net profits for the second quarter of the year of \$7,200,202, equal to \$9.40 a share on the \$75,000,000 common stock outstanding, after deducting reserves for taxes and preferred dividends. The profit in the first quarter was \$8.00 a share.

The Hayes Pump & Planter Co., of Galva, Ill., and the Potato Implement Co., Traverse City, Mich., have announced a sales consolidation of their hand sprayer lines, through which each company will represent the full line of both, carrying complete stocks and arranging for all details of service.

The Austin Motor Co., Birmingham, England, makers of the Austin tractor, has been re-established on a sound financial basis. In 1920 they sold 4,319 cars, 2026 tractors and 382 lighting sets. The profit of the company in that year was \$1,087,500. The slump in 1921 and 1922 necessitated a new financial scheme.

A New Road Maintainer

The Gray Tractor Co., Minneapolis, have issued a new folder describing their combination machine which comprises a scarifier, grader and roller. Fine photographs show the good work accomplished by this road tractor. The entire outfit is controlled by two men.

This new machine, known as the Gray Giant, is operated by a 50 h. p. heavy duty motor, capable of tearing up the hardest roads and breaking, crushing, grading and rolling the entire roadbed, leaving it all in a perfectly finished condition, ready for travel, with only two men on the job. The machine has a 6¾ foot crushing drum, and weighs eight tons. It is claimed to do more and better work, at less overhead cost and in less time than the majority of road machine outfits.

The Adaptation Of Anti-Friction Bearings

The average implement dealer may consider that the anti-friction bearing is largely a factor embodied in the design of the

automobile, truck and tractor. Far from this, we find that this type of bearing is now being generally used in the construction of many lines which are sold by implement dealers. The Hyatt Roller Bearing Co., points out that:

12 manufacturers build anti-friction bearing equipped separators.

7 manufacturers build anti-friction bearing equipped ensilage cutters.

7 manufacturers build anti-friction bearing equipped windmills.

6 manufacturers build anti-friction bearing equipped motor cultivators.

4 manufacturers build anti-friction bearing equipped plows.

2 manufacturers build anti-friction bearing equipped mowing machines.

2 manufacturers build anti-friction bearing equipped potato diggers.

2 manufacturers build anti-friction bearing equipped dusting and spraying machines.

1 manufacturer builds anti-friction bearing equipped portable elevators.

It has been found by test that a tractor of a stated rating of just sufficient power to operate a thresher of a given size equipped throughout with babbit bearings will operate a size larger machine equipped with roller bearings on the cylinder and windstacker shaft. The time saved in the infrequent oiling necessary, the less worry experienced with regard to the danger from fire resulting from hot boxes, is secondary only to the increased amount of work accomplished with an equal amount of power.

Bissell Develops New Harrow

T. E. Bissell, head of the T. E. Bissell Co., Elora, Ont., states that the company have been specializing in the production of disc harrows for orchard use. Mr. Ewing, of this company, has been in the West for the past few weeks, and finds that the use of the double action disc harrow with tractor power, is being discontinued to some extent, and that single action disc in wide extended lines is being more generally used with tractor power.

Mr. Ewing is doing some experimental work for the Bissell organization with a new model Bissell in-throw disc harrow, which is designed for use with six horses.

Get a bead on the target, then blaze away.

WHITE "Challenge" Threshers Do a Real Job!

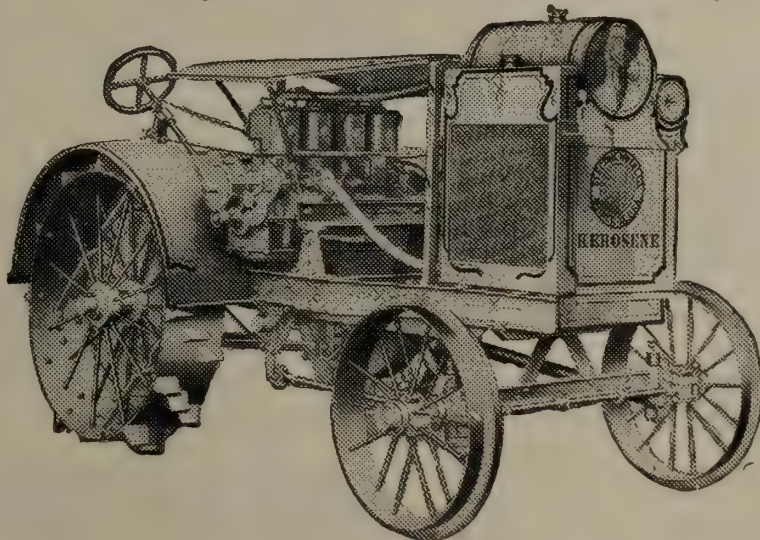


Size 24 x 40
Special for
Light Tractor

A complete range of sizes—six models—20x36, 24x40, 28x46, 32x54, 36x60 and 40x66. There is a size to suit every customer, and the unequalled record of "Challenge" Threshers for speedy, clean and efficient work assures satisfactory thresher business for the dealer who handles them. Inbuilt quality throughout—from feeder to stacker hood. A real

investment for the man who wants his grain threshed on time, and who can help pay for the machine by doing work for his neighbors. Built for Western needs, with 12 and 16 double-bar cylinders. Double belted and double driven. Light in draft, they get all the grain. Now is the time to line up your prospects.

White "ALL-WORK" Kerosene Tractors Have Power to Spare for the Heavy Demand of Fall Service



Three Sizes:

12-25

14-28

20-38 h. p.

Exceptionally powerful motors. The 12-25 is 4¾x6", the 14-28 is 5x6" and the 20-38 is 5x7". No better tractors are sold for threshing service and fall plowing. Line them up against any competition, and they sell on sheer mechanical merit. The 12x25 (2-3 plow) operates a 20 or 22 in. thresher, the 14-28 (3-4 plow) operates a 24 or 26 in. thresher, and the New "All Work" 20-38 h.p. pulls 4 or 5 bottoms and runs a 28 to 32 inch thresher to capacity. It will handle a 10 ft. road grader with ease, and will double-disc, drill and pack in one operation. Live dealers will find the "All-Work" agency a real asset. Are we represented in your territory? If not, write—today.

Get Prices and Sales Offer

GEORGE WHITE & SONS COMPANY, LTD.
BRANDON MOOSE JAW SASKATOON

Fuel Gas From Dry Wood

The French have developed a machine to be attached to the tractor which generates gas for the motor from wood. A large cylindrical stove is carried on a small platform attached to the chassis. Theoretically, this is supposed to generate enough gas to run the motor for hours without the aid of fuel oils, and it has been proven to reduce the use of gasoline by 80% or more.

The invention is called the "gazogene," and it is expected that it may develop so that France will be liberated wholly or in part from dependence on foreign fuels. With this attachment a tractor operating in the department of Cher plowed a 2½ acre field in seven hours at an expense of one-fifth of the ordinary operating cost. In a run of 117 miles a motor truck during 14

hours used only two quarts of gasoline—which were used for starting and surmounting gradients. Many tractors in France have been idle through the high cost of fuel.

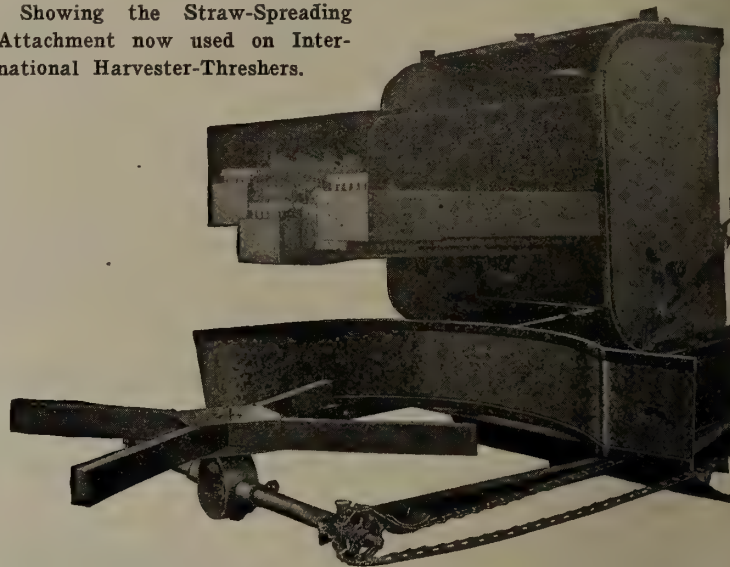
Straw-Spreading Attachment Developed for Harvester- Threshers

In the past farmers have wasted the accumulated fertility of the prairie sod with a profligacy that was characteristic of the times. They seldom made an effort to build up the soil by diversification or by returning to it the elements that were taken from it season after season by single-crop farming. A monumental example of wastefulness was the practice of burning grain straw after threshing. Farmers, however, nowadays are realizing

that there is a limit to soil robbery.

Straw contains material that will aid much in maintaining soil fertility. Ton for ton, it contains more potash than the best barnyard manure. This potash is the material that gives stiffness to the straw and makes it hold up the grain. The wise farmer returns the straw to the soil and lets it decay and serve

Showing the Straw-Spreading Attachment now used on International Harvester-Threshers.



as plant food for future crops. Hence, any device that will facilitate the spreading of the straw after the grain has been separated from it is much to be commended. The straw spreader for use with the harvester-thresher, therefore, is a new feature in farm equipment of undoubted value.

The straw spreader shown in the accompanying illustration is designed for use with a McCormick-Deering harvester-thresher, and may be easily attached to any machine of this type now in use. It consists of a four-bladed wood fan, or beater, 52 inches in diameter set horizontally and operated by power transmitted through bevel gears and chain drive from front strawrack crankshaft.

Straw falls from the separator racks directly on the beater and is scattered over a strip of ground eight to twelve feet wide behind the machine. A curved sheet-iron shield next to the riddle of the harvester-thresher prevents the straw from being thrown back into the machine.

The Matter of Distribution

In an address to the National Retailers' Convention in the United States, J. M. Townley pointed out that the consumer must be able to get the goods when he wants them, and without previous thought or planning ahead.

He directed attention to the fact that in the United States alone, if under the present plan of distribution, which has been developing during the past 100 years, it takes 588,000 retailers to reach 106,000,000 consumers, what kind of a problem would manufacturers have if they had to reach these consumers without any outside help? Further, could any number of catalog houses

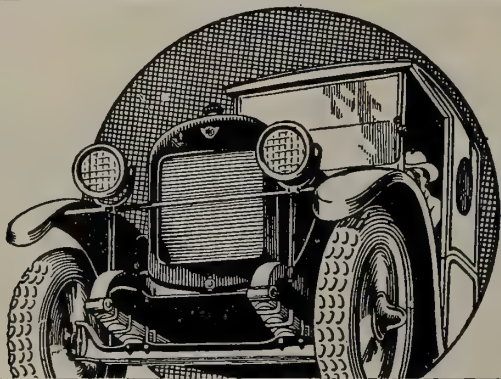
distribute satisfactorily that tremendous volume of merchandise?

"It seems to me," said the speaker, "that the whole scheme of distribution is like a great net spreading over the entire country and reaching every community. Every other plan of distribution outside this fundamental basic plan on which our welfare is based has its place. There is a place for the catalog house and it renders a special service, but it could not possibly render the service to all the people. Catalog houses are said to reach six millions; then there are a hundred million that they don't reach. Do you think the catalog system could furnish all the people all their requirements?"

A New Weed Destroyer

A recent addition to the Massey-Harris line is their No. 11 power lift, spring-tooth cultivator. Since the teeth work under spring pressure they vibrate when in operation and subject the soil to a shaking process which is claimed effectually to destroy quack grass, thistle, etc. The implement is said to be very effective in summer fallowing and also in seedbed making. It is claimed that it will break grain stubble faster than a plow and will cut hard ground that a disk can't enter.

If you want a thing done, make your employees believe that you think they'll do it well.



SPEED WAGON



Speed Wagons dot the highways. Because haulage contractors, food producers, inter-city bus operators and other large users know that Speed Wagons are physically fitted to travel the hardest roads without faltering.

The Speed Wagon is the main transportation system of agricultural communities because of demonstrated ability to out-perform the field on a low-delivery cost basis.

*Dealers make money selling Speed Wagons
because service expense is practically
nothing*

*Your territory may be open—
Full particulars on request*

Reo Motor Car Company of Canada, Ltd.
Windsor, Ontario

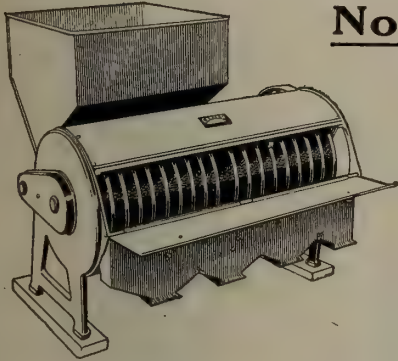
LIVE DEALERS

ARE NOW SENDING US THEIR
APPLICATIONS FOR TERRITORY

They will sell the

Carter Disc Separator

The Wonderful Disc Grain Cleaner



Not a Fanning Mill

No Fans or Blowers

No Sieves to Clog

No Vibration

IT CLEANS

GRAIN CLEAN

in One Operation

HUNDREDS of these Machines will be Sold this Season
to Farmers. Will YOU be selling them? ACT NOW.



Carter-Mayhew Mfg. Co., Limited

WINNIPEG, MANITOBA

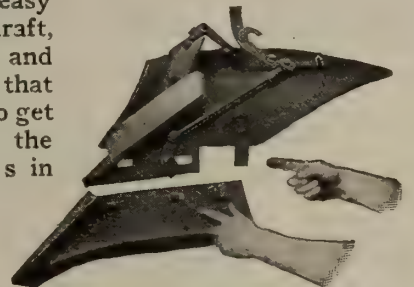


Sell the E-B No. 2 Gang Plow for Hard, Tough Plowing

Here is a plow that will stand up under the hardest service—designed especially for use in Western Canada. Note the strong, clean, trim, efficient lines of this plow—its general sturdiness, ample bracing of beams, simplicity, liberal throat clearance, convenient levers, and perfectly shaped mouldboards and shares.

Equipped with the famous E-B quick-detachable, soft-centre shares, it is but the work of a minute to change shares in the field—done without the use of a wrench. The gang-type trail wheel cannot wind with trash. The 2000-mile E-B magazine axle, furnished with all three wheels, assures light running and the powerful foot lift makes this one of the easiest handled gang plows on the market. Coulter stems are of extra-heavy steel to prevent bending when striking rocks or other obstructions.

The first sulky plow ever made was an E-B—and the No. 2 Gang here illustrated represents the sum total of our years of experience in building fine plows of all types. The No. 2 Gang excels in clean plowing, easy handling, light draft, and durability—and it sells at a price that will enable you to get your share of the plow business in your territory.



All E-B Riding and Tractor Plows are equipped with E-B quick detachable shares—can be put on or taken off in five seconds—no bolts, nuts, or tools.

Sell this heavy-duty horse plow to your trade. Furnished with all styles of bottoms and a 5-horse tandem hitch. For complete information write to the nearest E-B Branch House listed below, or direct to factory headquarters.

**Emerson - Brantingham
Implement Co.**

Business Founded 1852 (Incorporated)

Rockford, Ill., U. S. A.

CANADIAN BRANCHES

Regina, Saskatoon, Winnipeg, Edmonton



A Single, Solid Package

A Columbia "Hot Shot" connected to your tractor or gas engine means distinctively care-free ignition. The Steel Case makes the battery absolutely water-proof. There are no machine parts to keep tinkering with. No cell connectors to fuss over—just a single, solid package of ready power.

Columbia Dry Batteries for all purposes are for sale by implement dealers; electricians; hardware and auto accessory shops; garages; general stores.

CANADIAN NATIONAL
CARBON CO., LIMITED

Montreal Toronto Winnipeg

Columbia Dry Batteries

— they last longer

Thresher Belting Sales

At this season of the year the dealer generally has many calls for belting for thresher operations. The width, ply, and in general the length of these belts vary according to the size of the separators.

Endless, canvas belts are quite generally used for the main drive on separators, because of their strength and lower cost. The length of the belt depends upon the power requirements and the power at hand. Drive belts originally were made very long for the use of steam engines especially where wood or straw were used as fuel.

The common practice for separators up to and including the 40-in. width is to use 4-ply belts, 6 in. wide, with pulley centres 40 to 50 ft. apart, making a belt from 80 to 100 ft. long. Separator widths from 40 to 60 in. take 7 and 8-in. belts, 5 and 6-ply. Separators with more than 60-in. widths use 5 and 6-ply belts of 8 and 9-in. widths. The length for

these last two classes ranges from 100 to 160 ft. with the average distance between pulley centres being about 65 ft.

Leather belts are most frequently used for driving the separator crank and beater, tailings elevator and shoe shake. The widths vary from 3 to 6 in. Another important belt is that of the wind stacker, which is usually rubber. The width is most always 5 in. except for the smaller separators which use 3 in. The feeders are mostly driven by endless rubber belts with 4 and 5-in. widths, mostly the latter, for all sizes of separators.

Judge Ordered Implements Returned to Dealer

John Sharp, implement dealer at Eriksdale, Man., rented farm machinery to two farmers, W. J. Ledger and Percy Lindsay, in September, 1919. As a result he had to sue them for the return of the machinery. Mr. Justice A. C. Galt, in the Court of King's Bench administered a severe rebuke to the two defendants. He stated that he had no hesitation whatever in accepting the plaintiff's version of the transaction that the machinery had been leased to Ledger, and not sold. He therefore awarded the plaintiff \$500 as rental, with costs of the suit against Ledger, and direct-

Harvester Company Issues Statement

The Harvester Company's attitude in regard to the petition just filed against it by the government in the United States district court at St. Paul, Minn., is set forth in a statement by Alexander Legge, President of the company, which has been received by J. A. Tanner, Branch Manager of the International Harvester Company of Canada, Ltd., in Winnipeg, Man. Mr. Legge's statement says:

"This petition is a continuation of the suit brought against us eleven years ago. Upon the hearing of that case, held more than nine years ago, the Harvester Company was acquitted, both by the findings of the court and by the attorney general's admission, of any wrongful dealings or unfair practices toward customers or competitors, but, to insure the fullest competition, a decree was entered in 1918 requiring the company to sell to competitors certain complete lines of harvesting machinery, and to limit its sales representation to a single dealer in any one town.

"That decree further provided that at the end of a test period which has now expired the government might ask the court to determine whether or not the free competition contemplated by the Sherman law exists in the farm implement industry. This step the government has now taken.

"As we understand it, the sole issue raised by the present petition relates to competitive conditions with respect to harvesting machines only. It does not charge the company with unduly raising the price of harvesting machinery to the

grave injury of the American farmer, as was charged in 1912, but it does charge that the company has been unduly depressing the price of harvesting machinery, particularly since 1920, to the injury of its competitors.

"Without attempting to argue our case at this time, it seems fair to say that the unfortunate condition in which manufacturers of harvesting machines, and in fact of all other farm implements, find themselves, is due to the serious business depression that affected the entire country beginning in the fall of 1920.

"During the last few years the whole farm implement industry has been in an abnormal and distressing situation which directly reflects the situation of the farmer. High costs of labor, material and transportation have burdened it with high manufacturing costs, while on the other hand low prices for agricultural products have left the farmer unable to buy his normal and needed requirements of farming machinery.

"We are confident that the hearing on the present petition will clearly show that the Harvester Company is not in any way responsible for these conditions in the farm implement industry. Prices of harvesting machinery are the result of vigorous competition, exactly the kind of competition which the Sherman law was enacted to preserve, and are fairly comparable with the prices of other implements which the government concedes were fixed by normal competition."

ed Lindsay to immediately return the tractor, plow and brush breaker.

The Benefits of Dairying

Everyone benefits from the growth and prosperity of the dairy industry. First the producer benefits. He secures a steady cash income the year round. In many ways the dairy cow brings prosperity not only to her owner but to the entire community. The last three years have proved this beyond all question of doubt, and today the dairy cow is hailed on all sides and in all sections of the country as the best money maker, as the greatest conservator of soil fertility, and as the means of the surest and safest system of farming.

Next, the manufacturer and distributor of dairy products, as well as those who sell dairy equipment, prosper in direct ratio to the extent that the producer prospers.

And finally, the consumer of dairy products benefits most of all in securing the most healthful and most economical of all foods.

The Value of Sub-Soiling

The C. L. Best Tractor Co., San Leandro, Cal., have issued a new booklet on "Subbing the Soil." This deals with the benefits of deep tillage, or sub-soiling, as practiced in Great Britain, but in

North America to only a very limited extent.

The difference is made apparent between deep plowing and deep tillage or subsoiling, which is for the purpose of chiseling or breaking the ground up to a depth of twenty-four inches or more. The soil is not turned over as in plowing, the purpose of the subbing being only to break up the undercrust, plow-sole or plow-pan and allow water storage.

Good Trade in Alberta

In spite of the lull before the harvest trade in Calgary and district is good and collections were up to expectations, with obligations reasonably well met. Farm machinery companies are busy, and one firm in Calgary, early in the month, unloaded a whole train load of tractors and threshers.

Float New Loader Company

S. A. Wilder, president of a new company in Saskatoon, reports that the plant of Jackson Machines Ltd. will be taken over. The five buildings and seven-acre site is to be secured by the new concern for \$23,000. The object of the new venture is to manufacture the "Steel Bird" Sheaf loader, patents for which have been assigned to the new company. The capital of the new company is \$500,000, of which it is hoped to secure \$30,000 in Saskatoon for the project.

**Elevates
Cleans
Grades
Grain
Takes Out
Dust-
Smut-
Rust**



**LIBERTY
GRAIN
BLOWER**

Air blast fills bins or cars in one operation. No inside shoveling. One man can operate to capacity of 2,000 to 4,000 bushels per day. Price about half of old style elevators. Pays for itself. New Folder Free to grain growers and buyers.

**LINK MFG. CO.,
Dept. F.
Portage La Prairie, Man.**

When Remitting Send a
**DOMINION EXPRESS
MONEY ORDER**
*For Sale at C.P.R. STATIONS and
DOMINION EXPRESS AGENCIES*

If the Farmer Wants to Clean His Grain
while Threshing Sell him the

**"NEW DUAL" Combined
GRAIN CLEANER
and SEPARATOR**

If he Requires an Engine to Cut his Wet
or Tangled Grain, the

4 H. P. Cushman Will Do It

**Write or Wire for our Money Making
Proposition for Dealers on the
Above Lines**

Cushman Farm Equipment Co., Ltd.

288 Princess Street - Winnipeg, Man.

Mention "Canadian Farm Implements" When Replying.

Repair Service Important for the Dealer

Probably due to the fact that this season farmers have been conservative in the matter of purchasing new equipment, dealers have had a large volume of repair business. This is fully evidenced by the steady stream of repair enquiries received daily by our Repair Information Bureau.

We are glad to be able to assist the trade in the matter of locating repair sources for the requirements of their customers, and it is very rarely that we are not able to give definite information. It, however, is of great assistance to "Canadian Farm Implements," in this connection, if dealers will endeavor to give as complete information as possible when describing the part required, and that care be taken to give the correct initial and number of the repair.

One of the greatest problems for the dealer in the Canadian West is the fact that a great many machines are in use on the farms which have never been carried or sold in Western Canada. These may be mail order machines, or again may be machines which have been taken into this country by American farmers. Nevertheless, we have information available, and repair lists, which enable us to locate the nearest supply source for parts. Repair enquiries are invariably answered on the day they are received, as we realize the importance of speed in repair service.

A feature which our subscribers should not overlook is to enclose a stamped, addressed envelope for reply. This service in connection with repair parts is free, but it can be understood that in answering hundreds of enquiries annually the stamp bill mounts up. Another factor in this service is that we must restrict it to only those individuals and firms whose subscriptions are paid up. The annual subscription cost of this magazine is very little in comparison with the value of this repair service alone to the trade, and surely those who avail themselves of this assistance should value our publication sufficiently to keep their subscriptions paid up to date.

To give repair service to his customers is one of the functions of the man who claims to be an implement dealer. True, it is a job that means worry and time, and the profit in it is limited. None the less, many a dealer has built his business to a great degree by just this matter of repair

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—G. A. Marshall, Room 37, 34 Victoria Street, Toronto, Ont.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign, \$1.25 per year.

Single Copies, 15 cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Tractor, Implement and Power Farm Machinery Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Member U. S. National Association of Farm Equipment Manufacturers

Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, AUGUST, 1923.

service—by ever being ready to assist the farmers in his community to secure parts for their equipment. There is no better way of welding the customer to your store, of increasing your goodwill.

The fact that you carry parts for the machines you sell is not all that repair service entails. Beyond that the dealer should be ready to help the farmer in any way to get parts for any machines he has—wherever they may have been bought. By no other route can you more surely turn your customers into friends. When they need equipment they do not forget the man who put himself about to help them locate a repair. "Canadian Farm Implements" is glad that so large a percentage of the Western trade avail themselves of the repair assistance we offer, and no effort will be spared on our part to help dealers. All that we ask is that they show their appreciation by keeping their subscriptions paid up.

The Tractor for Road Work

Power and lots of it, is required to construct and maintain improved hard surface highways, also good dirt roads and where power is needed, the kerosene tractor is preferred to any other source of power.

An important factor which many dealers are taking advantage of is the real need for a local service station for the tractor bought by the town, city, county, township or contractor.

The market for tractors to be used in construction and in maintenance of good roads has hardly been touched. More dealers will find it profitable to spend more time in securing this business.

Men and Machinery

Much is heard regarding the drift of population from country to city, but the pronounced trend of population to the large centres has not developed a food shortage. This is testimony to the value of modern farm machinery. Figures show that in the past few years the value of farm implements per farmer has increased over one hundred per cent. With increased operating equipment a relatively smaller portion of the population can feed the balance and also produce an exportable surplus. In the United States, in the past decade, the value of farm machinery per farm has increased 180 per cent., while crop production has increased 182 per cent.—and with a greatly reduced farm population. There is an unescapable relation between farm equipment and crop production.

From the Dealer's Desk

Like most retail merchants the implement dealer usually feels that he has enough correspondence to attend to without writing to his trade paper, unless he requires some specific information. Still, the man in the retail implement store has little idea of how we appreciate receiving a letter from time to time giving his views on trade matters or on trade problems.

It is hard to visualize conditions in the trade at long range, and a brief note telling how conditions are in your territory, and outlining the prospects for business in the immediate future is a mighty welcome missive to the editor. Such letters from all over the West will not only be of interest to other dealers as showing how conditions are, but may contain details of special drives for business, sales stunts, etc., which will be of value for other men in the trade. When you have half an hour to spare, why not sit down and write "Canadian Farm Implements" a line. There is no lack of topics; you have ideas of means which could be taken to improve implement retailing. Why not let us have them?

Means to Secure Larger Volume

We have frequently emphasized the importance of the dealer having an up-to-date prospect list. Granting this the dealer should lay out his plans for sales effort, which may take the form of canvassing prospects, sample machines, direct mail campaigns and local advertising.

There never was a year when it was more essential that the dealer should get after prospects. Business will not come to your store—you have to ask them to buy, and to keep on asking. And it cannot be gainsaid that the majority of farmers are in better position to buy than they were at this time last year.

Replacement of worn-out machines has been postponed by questionable economy upon thousands of farms. Modern, labor-saving farm machinery is absolutely necessary to the profitable production of money-making crops.

Prospects for tractors, threshers, silo fillers, hay balers, engines, plows and harrows should all be canvassed in town and at the farm for the machines they need.

A machine in stock always makes sales easier. Prompt delivery, for instance, is frequently the determining factor in a farm

implement sale. Times without number will purchasers discover at the last minute that a tractor, a silo filler, a hay baler, or some other machine is absolutely necessary. There is no time to wait.

Knowledge of the superior design, careful workmanship and many strong selling features of a tractor, for instance, can best be had by the dealer and his salesmen if a sample tractor is before them for study. More enthusiasm by the dealer and his salesmen results. As far as the prospect is concerned, a much better impression can be made if he can actually see the good features under discussion. Sales come easier when made from the machine itself rather than from the catalog.

Renting Tractor Equipment

The plan of renting magnetos, carburetors, radiators, and other attachments has been suggested as good practice for the tractor dealer to follow where customers find it necessary to secure repair work on such accessories or attachments, which would prevent needed tractor operations in the field. This plan does not include the renting of parts like crankshafts, valves, etc. Accidents will occur, wearing parts may give way, or for several reasons the tractor user may find it necessary to get some repair work done which would force idleness unless rental attachments were available. Rental accessories may be new to begin with or second-hand but reliable.

Suitable charges are made for the use of the parts while the needed repairs are being made by the local repairman or by the factory. It would seem that the plan possesses merit, for nothing should ever be left undone to keep a tractor busy at work when the owner wishes to use it.

Does Advertising Pay?

In the implement, as in every other class of business, it will be found that consistent advertising is one of the best possible investments. Some men believe that because trade is dull it is sound business to discontinue advertising. This is a distinct mistake, for it is just then that advertising is of greater importance than ever.

Most of us have heard of Sunlight soap, made by Lever Bros., that huge concern with over 200 associated companies. This company testifies that the success of their business is chiefly due to

advertising. At the recent annual meeting of the company, the chairman of the board told the shareholders that more than 50 per cent. of profits, \$135,000,000, has been spent in advertising pure and simple. They have proved that publicity was the cheapest way of increasing their business. Whether it be soap or sulky plows, advertising will prove equally effective in increasing business and in maintaining demand.

Collection Arguments

There are a few sound arguments that the dealer can use in trying to get the money in for goods sold on time, and these arguments are likewise very appropriate in 1923 sales when it is necessary to get the largest possible cash settlement for goods sold.

Why should not dealers tell the farmers that if they cannot collect with reasonable promptness they cannot take advantage of cash discounts and consequently cannot offer so good a price on the goods. Also that non-payment means borrowing money on

their part and paying interest. That if they do not pay their bills promptly their credit with banks and wholesale houses is injured, and that the money is also needed in order to purchase new goods so as to be able to make more sales. These arguments will usually put the customer in a frame of mind in which he is willing to do his best to pay what he owes.

Tractor Power on Dairy Farm

As on the grain farm, the medium weight tractor will be found invaluable for the farmer who specializes in dairying or mixed farming. The steady increase in silo construction opens a way for sales of this class of power.

It takes a power plant to fill a silo, and where can a farmer do better than to buy a tractor for his silo? If he doesn't do this he has to buy a gasoline engine, of large horsepower or a steam engine, either of which stands around idle for the balance of the year, while the additional work he can get out of the tractor gives him a plus value.

Business Changes—Personal Items

F. M. Staines is the name of a new dealer at Macleod.

C. M. Logan is operating a new car business at Carroll.

J. P. Funk has commenced in business at Halbstadt.

The Radio Tire Sales Co., Regina, has discontinued business.

P. Ferris has commenced in the automobile business at Sanford.

The Springside Garage, Springside, suffered fire loss last month.

The Radiolite Battery Co., Ltd. has been incorporated at Regina.

G. M. Golden has discontinued his harness business at Domremy.

A. Kujale has closed his automobile business at Morrin.

F. W. Wood is operating an automobile business at Banff.

Partnership is dissolved in the Premier Garage, at Shaunavon.

Bell & Walker, auto dealers at Hughenden, are succeeded by Edward Bell.

The General Ice Machine Co. have commenced operations at 85 Water St., Winnipeg.

R. E. Brown has sold out his automobile business at Entwistle to S. & J. Seedhouse.

M. L. McAllister is the latest addition to the implement fraternity at Dalroy.

G. Ludlow, Balcarres, states that tractor sales are quiet, and that few cars have been sold in his territory.

Albert Erickson has commenced in a harness business at Scotsguard.

A. Hedman is owner of a new implement business at Pollockville.

A. W. Fulgham is now carrying on an automobile and repair business at Provost.

Partnership has been registered in the Canadian Well Supply Co., at Regina.

C. Burk has opened a tractor and automobile repair business at Innisfail.

It is reported that Machinery Manufacturers Ltd. are to discontinue operations in Saskatoon.

The Wankling, Millican Motor Co. is a new concern recently incorporated in Winnipeg.

The Donoyan-Elder Oil Co. Ltd., was recently incorporated at Simpson.

New ownership is reported in connection with the Whitewood garage, Whitewood.

L. H. Ragatte has closed his implement business at Ste Jean Baptiste.

The Medicine Hat Pump & Brass Co., Medicine Hat, suffered fire loss last month.

Thomas Drought, implement dealer at Morris, has sold out in that town to T. J. H. Lewis.

Foster & Trippe, auto and tractor repair men at Prince Albert,

have changed their location in that town.

Fred Jans has bought out the business of J. A. Robinson, at Hatton.

Dealers at Morse state that there is good prospects for motor truck sales this fall.

Stenberg & Laing have opened an oil and accessory store at Stockholm.

V. A. A. Marlatt is the name of a new implement dealer at Wawanesa.

Goodman & Johnson have commenced an automobile repair business in Winnipeg.

V. R. Ede has bought out the business of E. M. Butts, at Kinistino.

William Smith has recommenced his implement business at High River.

H. A. Skinner is reported to have sold out his automobile business at Munson.

Lester & Thomson, auto dealers at Salmon Arm, have dissolved partnership. Mr. Thomson continues the business.

W. G. McMahon, distributor of binder twine lines in Winnipeg, was a recent business visitor to Minneapolis.

Qually & Yokom, International dealers at Claresholm, and garage owners, are now carrying a full line of auto accessories.

The Sargent Auto Machine Works, Winnipeg, have been bought out by Clarke & Robinson.

The Samson Tractor Co. of Canada, Regina, has been struck off the register of Saskatchewan companies.

W. E. Davidson has been appointed credit manager of the Winnipeg branch of the J. H. Ashdown Hardware Co.

Richard-Wilcox Canadian Co., Ltd., manufacturers of door hangers, have been granted a license to do business in Manitoba.

H. Lockhart, dealer at Rapid City, has bought out the business of H. Dawson, at Fort William, and will operate as Lockhart & Nunnell.

It is reported that the affairs of Marshall Sons & Co. (Canada) Ltd., Saskatoon, are being wound up. This is a branch of the English concern of the same name.

E. Johnston, dealer at Gull Lake, reports a satisfactory demand for his lines. Some new tractors have been sold in this district.

R. D. S. Warren is operating an implement business at Isabella, selling Deere and Cockshutt lines and McLaughlin cars. He reports a good demand for most lines, with steady improvement.

Summerskill & Casey are new automobile dealers at Nanton.

H. Popalczuk is the owner of a new harness business at Innisfree.

K. McGregor has discontinued his implement warehouse at Granum.

The Graham Motor Co., have leased their premises at Lethbridge and have moved to Calgary.

A change is announced in connection with the implement business of J. M. Bringham, Rockyford.

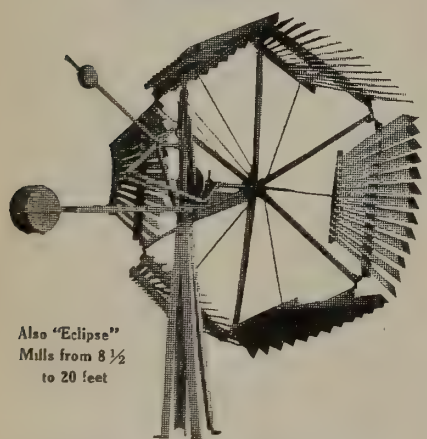
Gregg, Ralston & Hockley Ltd., New Westminster, are to change the name of the firm to Sipprell & Ralston Ltd.

A. Jennings, dealer at Buchanan, reports that tractor business is quiet. The total fuel oil sales and lubricant sales are less than last year.

Tom Inglis, formerly collection clerk for the Regina branch of the J. I. Case T. M. Co., has left for Calgary where he will study law.

At Yorkton fair the International Harvester gave a prize for the best four-horse team and the Massey-Harris Co. for the best farm team.

Fairbanks-Morse Type "V" Vaneless Windmills



Also "Eclipse"
Mills from 8 1/2
to 20 feet

The Cheapest Pumping Power— and the Best

Sections of wind wheel are so hinged that governing is assured by centrifugal force. Maximum speed reached, the wheel can go no faster. Wheel acts as its own rudder. Thousands of Fairbanks-Morse windmills have given perfect service for over 25 years. Simply built, rigid, strongly braced. All wood parts of special seasoned stock.

Get Prices and Our Liberal Sales Terms

Ample babbitted bearings; compression lubrication. Solid cast main pivot. Double nuts and lock washers assure no loosening of parts. Adjustable for any desired speed. Can be placed on either wood or steel towers. Adjustable stroke from 4 to 10". You can sell them against any competition.

Write the Nearest Branch

Canadian Fairbanks-Morse Co., Limited

Winnipeg
Calgary

Regina
Vancouver

Jack Mann, cashier for the Saskatoon branch of the International Harvester Co., was drowned while bathing in Last Mountain Lake early last month.

C. L. Wanlin, dealer at Oak Lake, has bought out the Massey-Harris building at that point and will operate an implement and garage business.

N. P. Elliott & Co., Langham, have done a good business in car sales this season. They look forward to an improvement in tractor and thresher trade this fall, as compared with 1922.

L. W. Hardy, implement dealer at Cardston, has sold out to a dealer named T. S. Gregson. In the same town the Thompson Service Station has opened for business.

H. Henne, dealer at Traynor, has made extensive improvements to his implement store at that point. In the same village, W. Whitting is operating a garage, and W. N. Edwards has installed a filling station.

Mrs. Nettie F. McCormick, Widow of Cyrus H. McCormick, inventor of the McCormick reaper and founder of the International Harvester Co., died at her home at Lake Forest, Ill., recently. She was 89 years of age.

The International Harvester agency at Hubbard has been transferred from H. E. Hamilton to the Hubbard Machine Co. Mr. Hamilton has been selling implements in this centre for the past thirteen years.

Stuckey Bros., dealers at Duchess, report good car sales, but business quiet in connection with machinery and tractor sales. Few tractors are being operated due to the high cost of fuel, they state.

Jos. J. Kovar of Owatonna, Minn., manufacturer of harrows, cultivators and quack grass destroyers, died at Hot Springs, Ark., after an illness of several months. Mr. Kovar was the inventor of the Kovar quack-grass digger.

The Standard Garage, Saskatoon, is now distributing the Twin City line of tractors, and is carrying a full line of repairs for this line. A. W. Barber, Twin City dealer at Summerberry, reports the outlook for tractor sales good this season.

Canadian division manager N. J. Rutledge, and T. D. M. Osborne, of the Saskatoon branch of the J. I. Case T. M. Co., recently spent a few days in Northern Saskatchewan territory. They report excellent prospects in that district.

A. J. Grant, George White dealer at Wellwood, recently sold a White steam threshing outfit. He reports that tractor business is quiet, the machines only being used for road dragging. The high price of kerosene and oils is given as the reason.

Application has been made by the W. D. K. Stooker Co., Winnipeg, for the issue of supplementary letters patent subdividing the capital stock of the company, of 5000 shares of one hundred dollars each, into 50,000 ten dollar

shares. A stock selling campaign is being placed for public investment.

T. D. Ross, of the International Harvester Co., Yorkton, and president of the board of trade in that city, has been transferred to the Winnipeg branch where he will act as collection manager. He will be succeeded at Yorkton by E. P. Harden, formerly of the Winnipeg branch.

Lockhart & Birkinshaw, dealers at Rapid City, state that tractor business is better than last year, also of tractor tools. Car sales are equal to the 1922 demand. This firm have sold out their repair and garage business to Soldan & Bollman. The latter have built a fine showroom and repair room.

John Boe, dealer at Bateman, states that both implement and automobile trade are about 50 per cent. better than last season. He looks forward to tractor and thresher demand being about the same as last year. Farmers are well stocked with horses and are not using their tractors to any great extent.

W. Horsfield, manager for the Massey-Harris Co., Yorkton, considers that fall business and collections will be very much better than for the past two years. J. W. Lightbody, of the International organization, reports the business outlook bright, and that the percentage of cash paid at time of purchase shows marked improvement.

The Farguson Manufacturing Co. Limited, has been formed at Brandon by W. M. Farguson, J. A. G. Lousley, A. W. Lousley, F. R. Patterson, G. Dinsdale, and others. The company takes over the assets of Farguson & Co., a firm manufacturing grain cleaning machinery. Capital of the company is \$100,000, and the head office is at Brandon.

The following companies were recently struck off the register in Saskatchewan:—British Canadian Agricultural Tractors, Ltd., Saskatoon; Acme Magneto & Electrical Co., Regina; Stewart Sheaf Loader Co., Regina; Gas Grain Pickler Co., Regina; Implements Limited, Saskatoon; The Govan Motor & Machine Co., Govan.

Tractors in Minnesota

According to a recent report the farmers of Minnesota own 18,770 tractors. Minnesota dealers sold 65,536 motor cars and trucks in 1922. Country dealers sell more than half of the automobiles and trucks and practically all the tractors.

Your Biggest Sales Asset

A pleased customer is your biggest sales asset, Mr. Dealer. You will please your customers if you insist upon having The Grain Saving Wind Stacker on the threshing machines you sell.

The Grain Saving Wind Stacker saves at least five million bushels of grain each year that would otherwise be wasted—makes thousands of dollars for farmers and threshermen. Manufacturers supply this stacker. Demand it on the threshing machines you sell.

INDIANA MANUFACTURING CO.
INDIANAPOLIS, U.S.A.

**THE
GRAIN-SAVING
Wind Stacker**

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2 1/2 qt. bags.

Write for Dealers terms and prices.
Strictly wholesale.

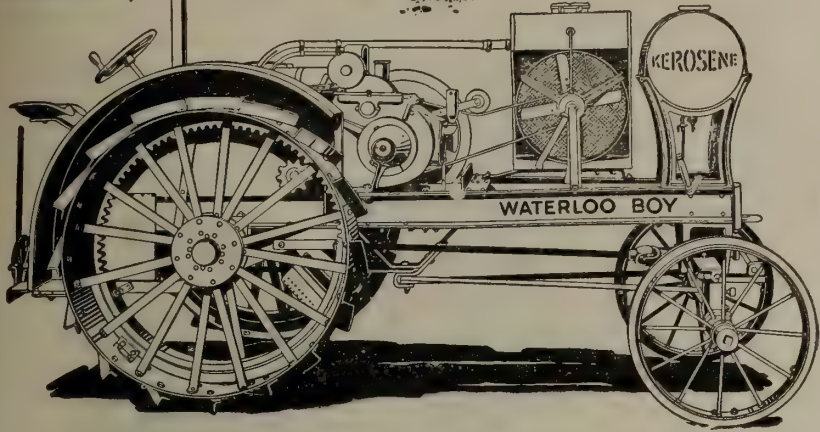
North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0
Square Head

JOHN DEERE NEW HARVESTING SPECIALS

THIS THRESHING PARTNERSHIP



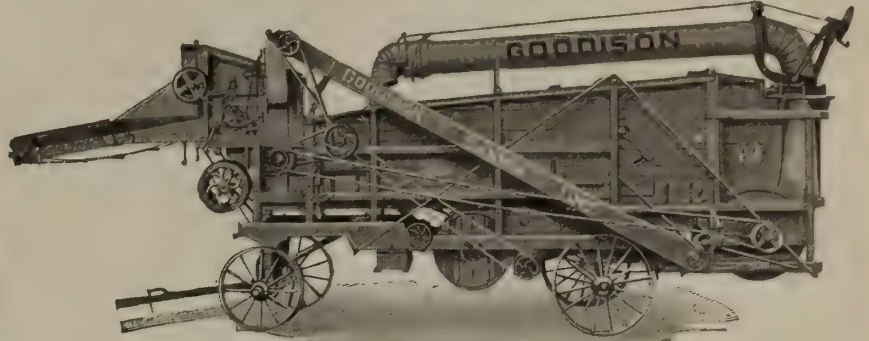
Not at any price is there a better farm engine anywhere for belt or traction service. It costs less than most engines—it costs far less for fuel since it burns kerosene perfectly, and kerosene is much cheaper than gasoline. You cannot handle a more satisfactory or more profitable line in farm machinery. Now is the time to get on to it—on the eve of what is probably the heaviest threshing the country has ever known.

"WATERLOO BOY"
BELT POWER

AND

"GOODISON"
GRAIN SEPARATOR

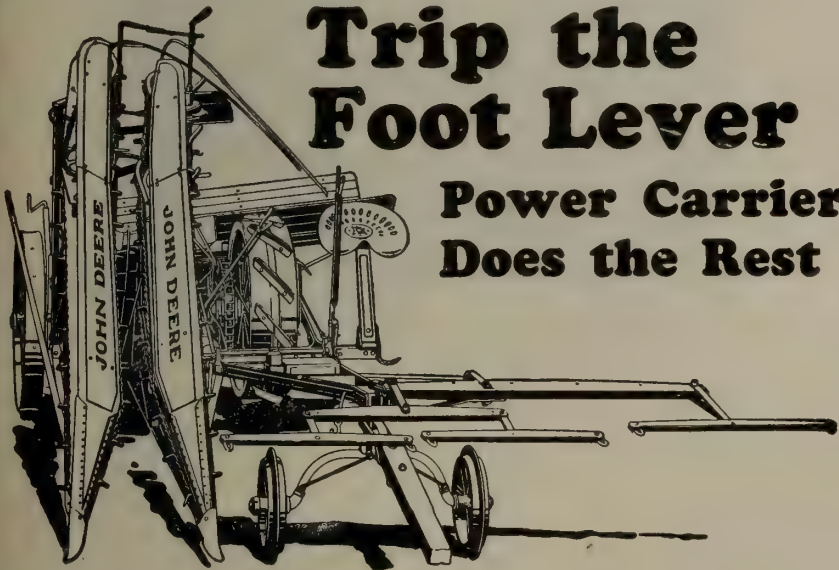
TOP ALL RECORDS IN WESTERN CANADA



The "Goodison" thresher in its own department holds a similar record to "Waterloo Boy." There never was a more perfectly balanced co-partnership in threshing procedure. "Goodison" is an unusually well-built separator from material that guarantees long life and unfailing service under the most arduous conditions. A perfectly balanced machine in every detail, of great working and grain saving capacity.

Trip the Foot Lever

**Power Carrier
Does the Rest**



JOHN DEERE CORN BINDER

WITH POWER CARRIER

Extremely simple and easy to operate, adjusting itself quickly and perfectly to all field conditions. Most valuable features are its quick-turn tongue Truck and powerful elevation from flexible throat.

Truck saves all neck-weight on horses. With power carrier regularly furnished, a great saving of time and labor is effected and the strenuous job of dumping the bundles is done away with. It will pay you right now to take a special interest in this Corn Binder. Get complete literature.

JOHN DEERE TUBULAR STEEL GRAIN ELEVATOR

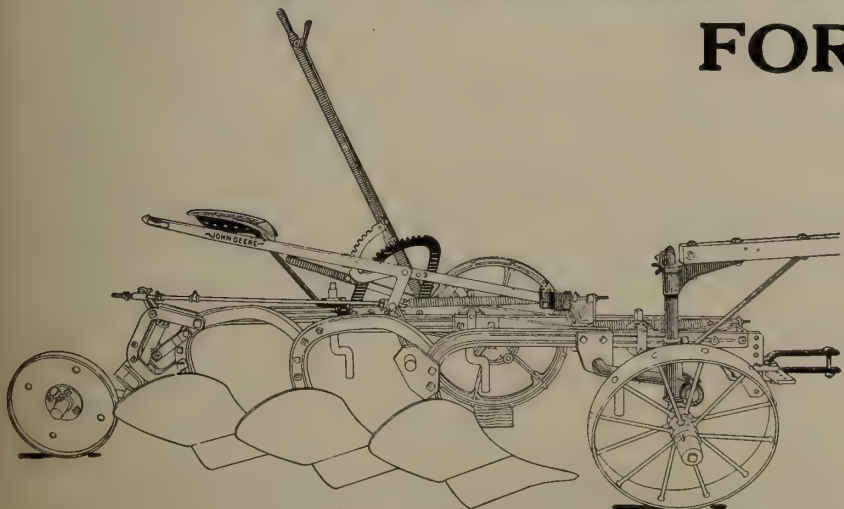
handles with perfect facility every type of small grain. An indispensable and highly profitable implement on any grain farm.

Originally designed for grain buyers at sidings and small stations, it has demonstrated its possibilities in so remarkable a way all over the country that every farmer now wants one. Furnished in two styles—the PORTABLE (shown in illustration) and the "PONY" without portable truck, but can be readily transported by lowering it into an ordinary wagon. Get our special illustrated book giving all details.



NEW HORSE-HITCH ATTACHMENT

**FOR JOHN DEERE NO. 5 THREE BOTTOM
14 IN. AND 12 IN. PLOWS**



No farmer owning a No. 5 Tractor Plow could make a better investment. With this new horse-hitch, No. 5 becomes a horse plow doing the same splendid work, taking on the same qualities in scouring, ease of operation, light draft and great strength that have made No. 5 famous in the field of power farming.

The ideal implement for economical horse plowing. Three furrows at one clip, one man doing three times the work he would get through in a day with a sulky. Let us send you our special literature.

JOHN DEERE PLOW CO., Ltd.

WINNIPEG REGINA SASKATOON CALGARY
EDMONTON LETHBRIDGE

A Unique Tractor Cooling System

The Advance-Rumely Thresher Co., La Porte, Ind., point out that their cooling system in the Oil Pull tractor is the only system using oil for cooling in a tractor motor. Their system automatically controls the temperature of the engine under variable loads, a great necessity in a kerosene burning engine.

Oil allows the engine to carry a temperature of from 210 degrees to 250 degrees fahrenheit without boiling or evaporating. Water boils at 212 degrees fahrenheit.

The Oil Pull radiator and cooling jackets are large, which helps to keep the oil at a uniform temperature. The exhaust which enters a stack at the top of the radiator, draws a volume of air

through the radiator from the bottom to carry off the heat. The engine temperature is thus controlled according to the power that the engine is developing. At heavy loads the vacuum created by the exhaust in the top of the stack is increased, thus drawing in a larger volume of air; while at light loads the exhaust explosions are not so strong, therefore less air is drawn through the sections which allows the engine to become warmer; this is necessary in order to completely burn the kerosene.

Argentine Buying Harvester-Threshers

The International Harvester Co. report that Deering harvester-threshers are in big demand in the Argentine. Recently a trainload of sixty of these machines

were shipped from Bahia Blanca to Pedro Jaureguiberry de Pigue. The Pampas region of the Argentine is very like our prairies, and is adapted to growing grain which ripens on the stalk. Harvesting and threshing is done in one operation by that most efficient machine, the harvester-thresher.

Case Road Scarifiers

The J. I. Case T. M. Co., Racine, Wis., recently issued a bulletin describing their new line, the Case Steam scarifier. Case road rollers have for long been in large demand for road construction and maintenance. They are efficient machines made to do the work most economically and satisfactorily and are able to do a large volume of work at very low cost. Case

manhole covers and other immovable obstacles.

Six scarifier teeth are used of 1½"x2½" section and 22" long. They are made of tool steel accurately forged and tempered. The picks are adjustable for depth, and gauge wheels prevent them from digging below the required depth in case the rear rolls drop into a hole in the road.

Width of cut can be varied from 40" to 56", depending on the spacing of picks, or any of the picks desired can be removed.

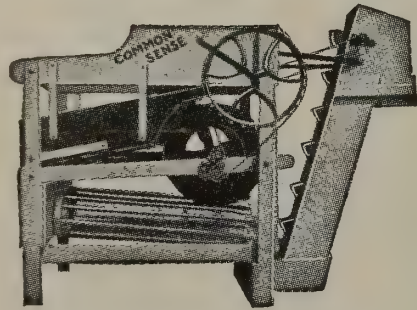
"Reasons for Reo"

Such is the title of a very interesting book issued by the Reo Motor Car Co. of Canada, Windsor, Ont., which, in over sixty pages, gives a complete review of

"COMMON SENSE" Combination Fanning Mill and Wild Oat Separator

(Patented Feb. 13, 1923)

LATEST, FASTEST AND BEST MILL ON THE MARKET



Three Sizes:---60, 80, 100 Bus. Per Hour.

Two car loads were sold direct to farmers at Brandon Fair—Guaranteed. The only mill of the kind, with double the capacity of any other mill of the same size. Grain in sight from hopper to bag. Overshot blast and side-shake shoe. Zinc sieves do scalping—rolls complete screening. Operates by hand or power. Regular equipment cleans wheat, oats, and peas. Baggers, 4, 8 and 10 ft. lengths. Prompt delivery guaranteed.

DEALERS WANTED---WRITE FOR DISCOUNTS

ROBT. GALLAUGHER, Manufacturer
(Branch in West) TOTTENHAM, ONT.



The J. I. Case Steam Engine Scarifier

steam engines have a good reputation for their performance in traction work, and the Case road roller can be converted into a steam tractor and used for road hauling, grading, pulling a scarifier, or plowing. To convert it the front rolls may be replaced by regular engine wheels. The tractor, which is now in 10 and 12-ton sizes, has a drawbar pull of about 4,000 lbs. It develops over 40 h. p. in the brake and is strongly built.

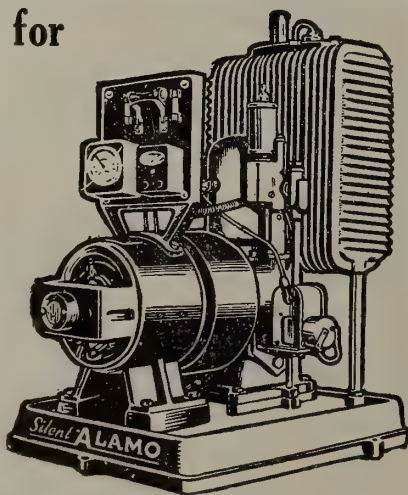
The scarifier is attached to the rear of the roller and the same operator handles both. The additional weight of the complete attachment is about 1850 pounds. A steam pressure cylinder is employed to raise and lower the teeth, which are under instant control of the operator, by manipulating a four-way valve. The teeth are forced into the ground under a steam pressure of 4-tons and are held there by steam cushion. The picks are quickly raised or lowered in passing over cross walks,

the wonderful development of the Reo Motor Car Co. in the past 19 years. The steady growth of the organization is covered in a very interesting manner, while a series of plates illustrate the offices and units of the large plants of the company at Lansing, Mich. The workers' welfare arrangements, clubrooms, cafeteria, etc., are fine examples of the human side of the institution—which is certainly assuring the company a loyal and stable industrial organization.

The description of the shops and the various operations in manufacture is of interest, and the inspection system is stressed. As a story of the modern methods of car and truck manufacture this book is of importance to the dealer, and of great educative value. Reo products are completely manufactured, and the plant is a factory, not an assembly proposition. Every conceivable department of the plant is shown, giving some idea of the immensity of the Reo factories. At the

Profit by the Demand for Silent ALAMO Electric Light and Power Plants

A plant with ample capacity for any farm home, or for stores, halls, schools, theatres, etc. Lights the home and barns, and gives plenty power to operate the cream separator, churn, washer, water system, fanning mill, etc. Perfectly balanced; no vibration. Compact; easy to operate. Built on solid base. All moving parts enclosed. Motor is automatically controlled. Throttle-governed. . . .



We Also Distribute:

The New Empire-Baltic Cream Separator. Capacities from 140 to 1,000 lbs. per hour. Empire Milking Machines, Toronto Self-Oiling Windmills, Pumps, Gasoline Engines, Silos, Batteries for all Lighting Plants, etc. Get Catalog, Prices and Sales Offer, from

ROBINSON-ALAMO, LIMITED
140 PRINCESS ST. (Distributors) WINNIPEG, MAN.



This Sign Makes *Your Store Farmers'* *Headquarters*

THE FAMILIAR Imperial Red Ball sign at once marks your implement shop as lubrication headquarters for the farmers of your district.

And with your complete stock of Imperial Farm Lubricants and Imperial Polarine Motor Oils in the five grades you experience a gratifying increase in your oil sales and find that there is a good profit in handling the lubricating requirements of farmer customers.

Imperial Farm Lubricants are exactly suited and especially manufactured to meet the particular requirements of every type of farm machinery.

Imperial Polarine Motor Oils, made in five grades and sold by the Imperial Polarine Chart of Recommendations, will correctly lubricate every make and model of automobile, truck and tractor.

Fresh supplies of Imperial products are always conveniently at hand—one of our 1300 bulk distributing stations is in your neighborhood.

IMPERIAL OIL LIMITED

THERE'S A BIG PROFIT AND BIGGER BUSINESS

IN THE FIRE-
LIGHTNING-
DAMP AND
VERMIN-PROOF

MAX
REGISTERED



PORTABLE CORRUGATED STEEL GRANARY

Get your order in without a day's delay. With the heaviest crop on record in sight, orders for the "Max" Granary are also far ahead of all record. The best and strongest portable granary made or sold in Canada, "Max" has never failed to give complete satisfaction. Moderate price—nice profit margin, in sizes of 850 and 1,000 bushel capacity.



MAX
REGISTERED
**OIL
WAGON TANK**

The last word in a thoroughly satisfactory portable oil container, saves enormously in time and soon pays its initial cost in preventing work stoppage and other leaks in the business day. 2 sizes—305 and 435 gallons capacity, each with one or more compartments. Of exceptional strength and durability and at a most reasonable price.

Get our Complete Literature, also enquire about our
Underground Storage Tanks.

WESTERN STEEL PRODUCTS LIMITED

WINNIPEG REGINA SASKATOON CALGARY EDMONTON VANCOUVER

close of the book are shown the products of the company—the Reo coupe, 5-passenger sedan, Reo brougham, phaeton Reo, seven-passenger car and Reo taxicab. In the truck line are shown the closed cab and sills, closed cab with both express body and stock rack, express body and grain box, closed cab with stake body, and also with express body with short canopy and open sides.

D. B. McCoy, manager of the Reo Motor Car Co. of Canada, Windsor, will be glad to forward copies of this new publication to interested dealers throughout the West.

The Latest Thing in Grain Hauling Equipment

Feeling that the demand will soon be apparent for motorized grain hauling equipment, the International Harvester Company of Canada, Limited, have designed a special grain tank body with hand dump. It is mounted on an International Speed Truck chassis and the entire outfit is built at the Harvester Company's Chatham Works, Chatham, Ont. In addition to providing the farmer with excellent grain hauling outfit, it is used for general farm hauling. Combined with these conveniences is the road speed of the International Speed Truck which, on good highways, is from twenty-five to thirty-five miles an hour.

The difference between hauling grain by team and by motor truck may be seen in the fact that over a fifteen-mile stretch the International Speed Truck will make four to five round trips a day to one or two with horses.

The truck is equipped with hand dump which is geared low enough to enable one man to raise the box at the elevator quickly and easily. At the rear a self-locking sliding grain door directs all the load into the elevator dump. The entire back end can be removed for hauling lumber or gas pipe. Two heavy cross rods which hook into one side hold the box rigidly together. International dealers are finding the new grain tank speed truck a distinct asset in selling trucks to farmers.

Windmills Supplant Mules on Isles of Cyprus

In the island of Cyprus, in the Mediterranean sea, there is a gradual change evident from the ancient methods of agriculture. There is only two to three months in the year when rain falls. Water must be had from subterranean channels 40 feet below ground level.

The old method was to use a crude water wheel operated by a blindfolded mule, that travelled in a circle. Times change, and in the past few years the Ontario Wind Engine & Pump Co., Toronto, have shipped many of their "Toronto" windmills to the island, where the holdings are only about 6 to 8 acres in extent. Many windmills, therefore, appear within a very small area. The mills used are generally 12, 14 or 16 feet sizes. A letter recently received from the company states that a "Toronto" windmill does the work of two mules on a waterwheel at a cost of \$1.75 a year, while the cost of the mule power averages about \$200 a year.

Manitoba Winter Fair

The Live Stock Breeders Association of Manitoba announces that the Manitoba Winter Fair and Fat Stock Show will be held in Brandon on March 4, 5, 6, 7 and 8, 1924.

Gray-Dort Motors Busy

With the good crop outlook the automobile industry is feeling the stimulus of better conditions. Mr. Logie, sales manager of Gray-Dort Motors, Chatham, Ont., points out that the launching of their new "Series A" models synchronizes with the upward curve of better times. The factory is very busy furnishing first shipments to the distributors of the company.

The production and sales department of the institution will be augmented. L. E. Andrus, for many years with Gray-Dort, and with long experience in the automobile business, has been appointed superintendent in charge of production. Other changes have been made in the manufacturing division.

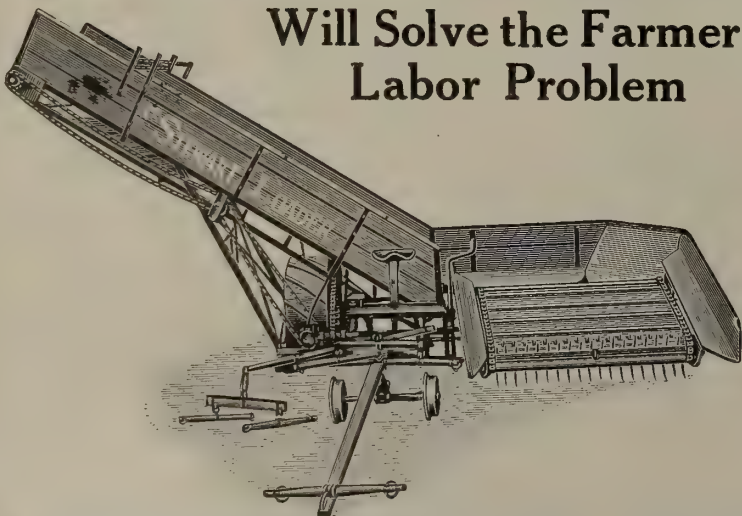
The work of the sales and service departments will be more closely co-ordinated by the combination of the two departments and the appointment of H. W. Simpson who will act as assistant sales manager and will also supervise the service department. James Fairbrother will devote his energies more particularly to the advertising and sales promotion responsibilities of the organization. In all, the changes made will place the company in better position than ever to improve their service to Gray-Dort owners.

There's a vast difference between a dumbhead and a saphead, and the former might be cured.

Help Will Be Scarce A Bumper Crop Means a Shortage of Harvest Help for Your Customers

A Sheaf Loader

Will Solve the Farmer's
Labor Problem



Repairs: A full line of repairs are available for Loaders, Hart-Parr, New Era and Fairbanks Separators.

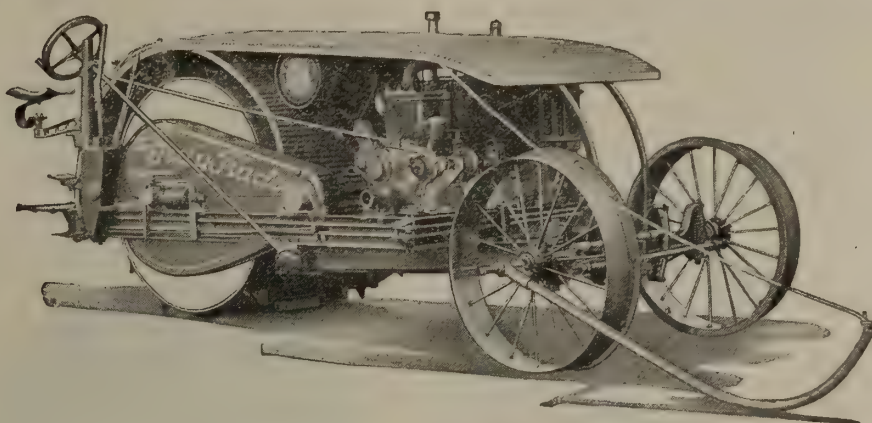
R. A. SMART CO. LTD.

Successors to STEWART SHEAF LOADER CO. LTD.

Head Office: 470 Martin Ave., Winnipeg, Man.

Branch Offices: R. A. SMART & CO. LTD., Saskatoon & Moose Jaw
Distributors: HARLE BROS., Regina; H. S. PALMER, Calgary

For Perfect Threshing—the Wide Drive Drum "GRAY"



SUPPLYING steady power, hour after hour, without attention, the "Gray" is the ideal power machine for threshing.

It will pull a small or large separator where other tractors of the same classification would fall down. Its power is supplied direct from the motor to the belt pulley, without gears, giving an even flow of power.

The "Gray" enables the engineer to devote his time to the separator and get through the job quicker.

For service and economy of operation, both in belt work or traction, the "Gray" stands out in front in a class by itself. Every "Gray" owner is a booster for it. Special features such as the wide drive drum, the side hitch, and the absence of differential and bevel gears make his work easier and better.

Sell the tractor that requires the least repairs.. Its reliability will build up a sound business for any dealer. Write us for particulars.

It Will Pay You to Handle GILSON FARM EQUIPMENT

HYLO SYLO

Most durable silo on the market. Special Stavesplicing prevents moisture settling in joints. Patented hoops give automatic adjustment for contraction and expansion.



WHICH GUARANTEES

LONG SERVICE

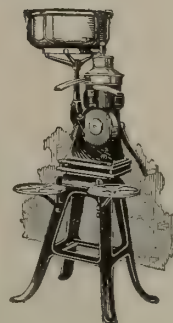
—because Gilson products are made to last.

STEADY SERVICE

—practically no time lost making repairs.

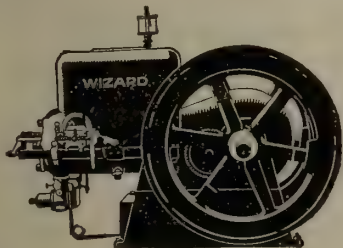
ECONOMICAL SERVICE

—because simplicity of design, interchangeable parts, and consequent low upkeep cost are features of Gilson products.



GILSON SEPARATORS

Get all the cream with half the usual number of discs. Easy to operate and clean. Let us tell you more about them. Sizes 150 lbs. to 900 lbs.



GILSON ENGINES

Easy to start. Easy to run. All sizes from "Johnny on the Spot Jr" 1 3/4 h.p. to the 16 h.p. heavy duty Gilson Wizard. Gasolene and kerosene.

ENSILAGE CUTTERS

All-steel frame—2 or 3 knife design. Light running—Elevate to height of any silo. Three sizes—10" - 13" - 16".



GILSON BARN & STABLE EQUIPMENT

Steel Pens and Stanchions, Water Bowls, Feed and Litter Carriers, Hay Tools and general equipment.

You can sell "Gilson" farm equipment every time. Write for descriptive catalogue and terms.

GILSON PIPE & PIPELESS FURNACES

are guaranteed to give more heat with less fuel than any other furnace of the same size.

The Gray Tractor Co. of Canada, Ltd.
298 Ross Avenue
Winnipeg, Manitoba

How One Dealer Sells Tractors

Stuart S. Lee, Case dealer at Shaunavon, is a strong believer in strenuous and systematic canvassing in developing tractor business. He believes in local advertising and in keeping a sample tractor, in perfect running order, in stock. Mr Lee points out that the prospect is interested in knowing what financial value a tractor will be to him on his own farm. As he says:

"I have made it a practice to ask every farmer to whom I sell a tractor to keep a record of what they have done on certain fields. I show them records of work done by other farmers in their neighborhood, showing the actual cost of plowing a certain number of acres, the fuel used per acre, the time spent in doing the work,

the amount of lubricating oil used and tractor trouble, if any.

"I always make it a point when the roads are at all passable, to drive at least two days a week on threshing machine sales. Before starting on my drive, I always go to my card index case and run through it, picking out the cards which I consider should be canvassed, and if on my return I have been successful in making a sale, I remove the card which covers the particular prospect to whom I have sold the machine and if not, I again write down the date and result of my interview."

U. S. Fair Exhibits

It is reported that in the U. S. the exhibits of farm equipment at the principal fairs this year will

be much larger than they have been for several years. So great is the demand for machinery space at the Minnesota State Fair, Sept. 1 to 8, that seventy-five per cent of all available space was contracted for six weeks ago.

Training Shadows to Make Gears Noiseless

Although metallurgists, heat-treatment specialists, and gear-cutting experts have made rapid strides in perfecting materials and machines for producing more accurate and more enduring gears for automobiles, up until about a year ago engineers were unable to make adequate tests of the meshing of gear teeth.

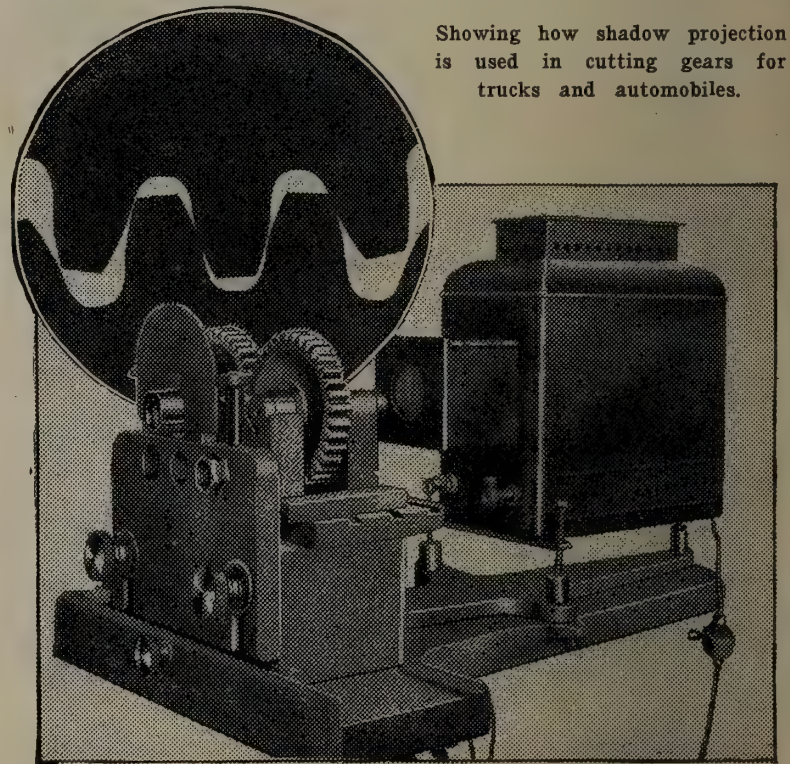
tact from tooth to tooth between two rotating gears depends the quietness of their operation. They must not bind at any position, neither can they fit loosely.

Whenever new cutters are received, their shadows or shadows of gears cut by them are checked with master gears.

Variations can be registered to one-millionth of an inch with the shadow machine, but no one can work to such fine limits. Reo does work to one ten-thousandth, and actually corrects and holds to two ten-thousandths of an inch, however. These are unusually fine limits.

This test is for spur gears. Helical and spiral bevel gears can-

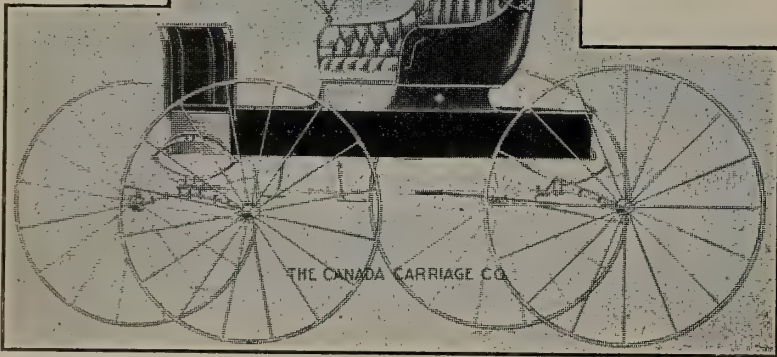
Showing how shadow projection is used in cutting gears for trucks and automobiles.



Full Auto Seat TOP BUGGIES

A product of Carriage Factories, Ltd., Orillia, Ont. Strongly built, serviceable, finely finished.

Get Our Sales Offer



Full moulded auto seat; auto style top; side curtains. Finely upholstered. Will get you the buggy business.

Also a Full Line of Repairs for Briscoe Cars.

F.N. McDONALD & CO., 156 Princess St. Winnipeg

NEW RACINE Thresher

Increasing Business

You can build business with the New Racine Thresher line—a thresher suited to whatever small type tractor you may be handling.

Every farmer is a prospect. This thresher permits him to thresh when he wants to—with a smaller crew—at less expense—and he saves his grain

and markets it at a time when prices are right.

We want dealers who are ready to grasp a money-making opportunity. Are you that kind of a dealer?

Not only is the New Racine line a money-maker for the farmer, but it also affords you the opportunity for increasing your business and making money.

Send for the New Racine plan. We will be glad to furnish information and also have our representative call.

Belle City Manufacturing Co.
Racine, Wisconsin, U. S. A.

Two sizes—20"x32" for two plow tractors, capacity 40-70 bu. wheat per hour—24"x40" for larger tractors, capacity 50-90 bu. wheat per hour. Both sizes ideal for individual and neighborhood threshing. Threshes any grain.

At the big Lansing, Michigan, shops of the Reo Motor Car Company, Reo engineers worked with the original shadow machine, projecting shadows of gear teeth on a screen, from the time the outfit was first introduced. It had certain limitations, however, and it was not until a little over a year ago that the Reo experts overcame these and perfected an apparatus for testing tooth forms.

The early projection lantern enlarged on a screen the shadow of gear teeth magnified about 60 times. This showed but one gear. Now, with the newest developments, the lantern projects a greatly enlarged shadow of two meshed gears in motion.

The cut shown herewith shows a greatly reduced view of such a screen enlargement. A moment's study of the cut will disclose the importance of the machine and the remarkable tests it makes possible.

Upon the shape of the tooth of a gear and the continuity of con-

not be so tested because the shape of the teeth will not permit light to pass between them. However, Reo engineers have applied what they have learned about spur gear cutting to the other types, and have developed an accuracy and quietness not possible for any factory to achieve a year ago.

Lister Manufacture Car Parts

The British factories of the R. A. Lister Co., at Dursley, England, have completed arrangements with the Horstmann Cars Ltd., Bath, England, whereby the Lister plant will manufacture a large number of component parts of the Horstmann car.

Show Space in Great Britain

At the Royal Show, held at Newcastle, England, this summer, the total shedding for the farm equipment display covered 11,902 square feet. At the Derby show last year the area was 13,990 square feet. The number of machinery stands was 453.

The Utility of Twine Bags

In connection with the recent report that due to the lower prices quoted in binder twine this season the farmers in the Canadian West will save over seven million dollars in their annual twine bill, an agricultural correspondent points out a feature which is of interest to the farmer.

He concedes the fact that the farmers in the West will use 2,250,000 bales of twine, but he claims this means a total waste of 2,250,000 twine bags—made only for holding bales of binder twine. These bags, says this farmer, are of no use and are in most cases simply left by the farmer in the field. He assumes that the value of such bags is at least twenty cents each—making a total loss of \$450,000 in connection with the sale of the twine necessary to handle the annual crop.

This farmer suggests that if the bags were made of better quality materials, and large enough to hold two bushels of grain, the farmers would gladly

pay a few cents more per bale and would have a bag that would be useful around the farm.

This, of course, would mean a rearrangement of the size of bale, a fact that the farmer overlooks.

This farmer-economist also says that the 45,000,000 feet of rope used to lash the bales is useless. If good 3/8 inch manila rope were used he suggests it could be utilized for halter shanks and for other purposes. While these suggestions are of interest, we fear that the added cost in the bale would be a cause of further complaint in connection with a commodity for which the farmer already complains he is overcharged.

A New Flax Process

A British company is being formed to exploit what is alleged to be a remarkable process of preparing flax. The new process claims to save a great percentage of fibre now wasted, reduces the time of preparation from a matter of weeks to hours, and is completely independent of weather.

Loan to Sisal Planters

The Sisal Sales Corporation, selling agent for the Comision Exportadora de Yucatan, Merida, Yucatan, has arranged to lend \$1,500,000 which will be lent by the Comision Exportadora to sisal fibre growers in Yucatan and Campeche to enable them to obtain the maximum production of sisal from their plantations and to make new plantings.

The stocks of sisal in the United States are considerably

reduced and it is stated will have entirely disappeared in 1924. During the past year the Sisal Sales Corporation has loaned the Comision Exportadora large sums of money.

Some time in 1924 the clearing of all the plantations in Yucatan will have been completed, and it is hoped that by this means the Comision Exportadora will be able to supply all the sisal that will be needed.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.



TRUSTEE'S SALE

Of a Fully Equipped Machine Shop and Foundry Plant

Situate in the City of Portage la Prairie, Manitoba. This property was formerly operated by the Economy Foundry Co., Ltd., and at present being partly operated and consisting of large roomy

Machine Shop and Foundry Plant.
Blacksmith Shop, Sheet Metal Shop.
Pattern and Woodworking Shop.
Cleaning, Core and Paint Rooms
Shipping and Storage Rooms.

All of the above shops are well equipped with a full supply of Machinery and Motors to handle a Machine and Foundry Business, the buildings are of substantial Brick and Frame construction, and its desirable location gives it excellent shipping facilities, being on the Main Lines of the

Canadian National Railway.
Canadian Pacific Railway.
Great Northern Railway.

and presents an exceptional opportunity for parties wishing to enter the Manufacturing Business, or an Eastern Firm wishing to open a branch Factory in Western Canada.

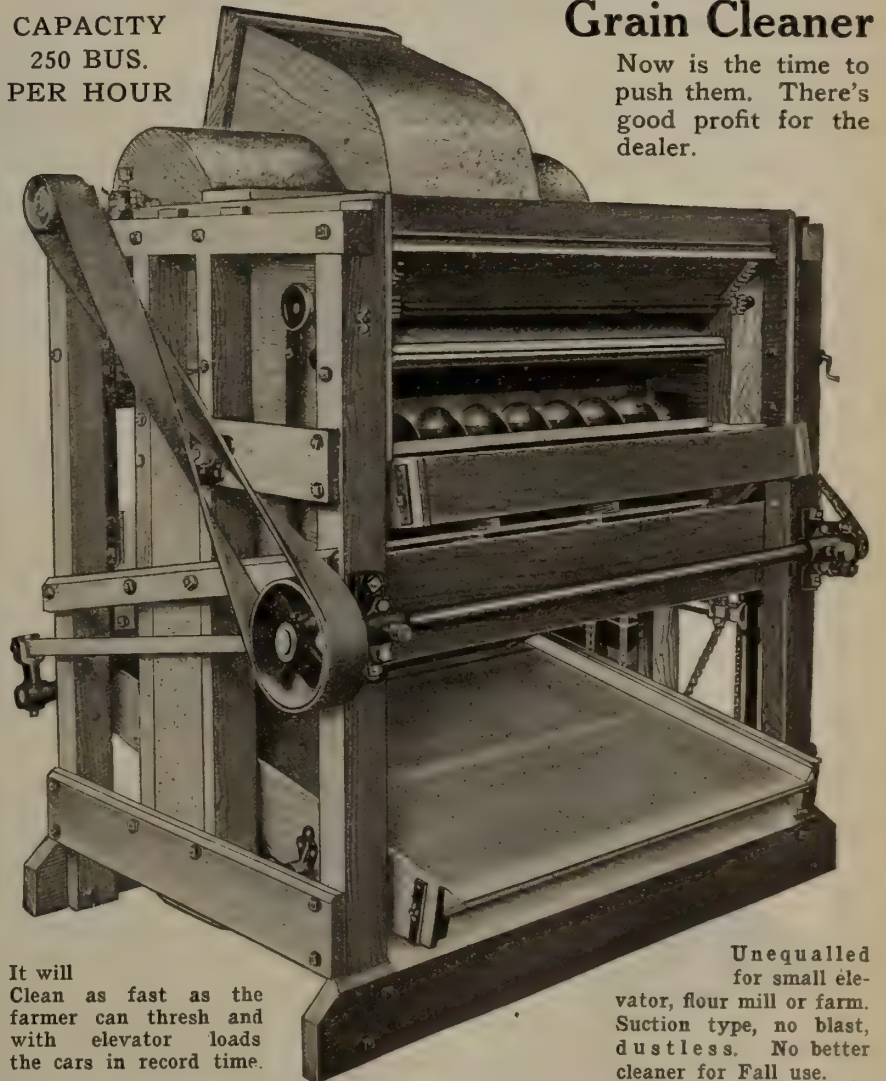
For further information, apply to
L. REMEY, Trustee, Portage la Prairie, Manitoba.

THE NEW BULL DOG NO. 6

CAPACITY
250 BUS.
PER HOUR

Grain Cleaner

Now is the time to push them. There's good profit for the dealer.



It will
Clean as fast as the
farmer can thresh and
with elevator loads
the cars in record time.

Unequalled
for small ele-
vator, flour mill or farm.
Suction type, no blast,
dustless. No better
cleaner for Fall use.

The New No. 6 Cleaner is ideal for the man who wants to market clean grain. Strong, efficient, durable. Get price and our liberal sales offer. We manufacture grain cleaners from 25 to 1200 bus. capacity. Write:

THE TWIN CITY SEPARATOR CO., LTD.
QUELCH ST. WINNIPEG, MAN.

A Canadian-Made Line of Threshing Machinery

In the production of threshing machinery, sixty years has seen a vast development. The mammoth machines of the past have been refined and made in smaller sizes to follow the development of the light-weight internal combustion engine. The steam engine has been, in part, replaced by gas power, and with the increase in tractor use the scope for thresher business has increased enormously since the commencement of the twentieth century.

In the early days, the Waterloo Manufacturing Co., of Waterloo, Ont., were supplying thresh-

ers to Canadian farmers, and today their product is operating on thousands of grain fields. In the West, their branch is at Portage la Prairie, from which the western manager, W. Umbach, supervises their activities through other western branches at Winnipeg, Regina and Saskatoon.

Waterloo steam engines have for years been noted for their economy in power production, and their boiler design has proved exceptionally efficient. The fire box in this engine is designed for burning straw as fuel, and easy steaming is a feature. Solidity in design, and quick and easy power production have made this engine a favorite in western territory.

In their thresher line the company manufacture the "Champion" separator, equipped with the Waterloo wind stacker and feeder. They have a wide range of sizes—20x36, 24x36, 24x42, 28x42, 33x52, 33x56 and 40x62 inches. The three larger sizes have a 16 double-bar cylinder, the others 12 double bars.

It is pointed out by the company that "Champion" separators are built for hand feed or self feed without alteration, also for straw carriers or windstackers without any change in frame construction. The concave and cylinder teeth used are interchangeable, and spring washers cushion the nuts and prevent loosening. At the rear of the cylinder is a square

deck moves with the straw deck and takes all grain and chaff passing through the perforated deck boards to the grain deck below. The grain deck and chaffer are in one continuous piece running from the front end of cylinder to the rear of the cleaning shoe. Toward the rear the bottom, of heavy galvanized sheet, is ridged and fluted, and with a rapid end-shake motion the grain is evenly distributed and carried to the chaffer. The chaffer bottom is slatted and the fan blast (from an overshot type fan) can be perfectly regulated to lift the chaff and dust to the rear of machine, the grain dropping to the shoe below for final cleaning. The "Champion" shoe has enormous

The Maytag Company Limited

WINNIPEG CALGARY

WRITE US, mentioning this publication, for catalogues and prices of the famous **ALL-STEEL RUTH SELF FEEDER**, any of the six styles of **Maytag Washing Machines, Oils, Belts, Headlights, and all other Threshers' Supplies.** (PRICES ON REQUEST AND SERVICE UNEXCELLED) **Do Not Delay.**

"Star" Fitted Plowshares

A Repair Line that Makes Money

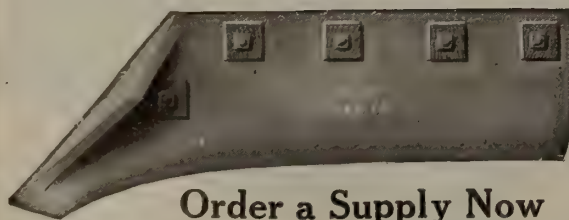
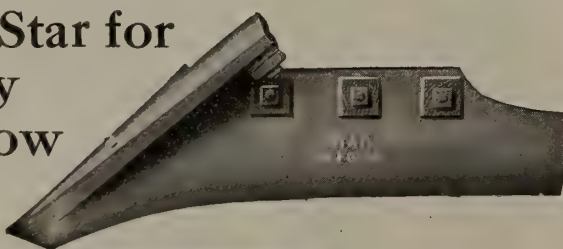


**Guaranteed
Perfect in
Quality, Fit
and Finish**

No matter what lines of plows you may handle, you can add to your profits by stocking "Star" Shares. They will bring you a steady demand, nice net profits, while there is a pattern to suit practically every plow in the Canadian West. Do not overlook this opportunity of handling a quick-selling line. They fit equally as well as the original share.

There's a Star for Practically Every Plow

*Finished complete
with bolts, ready to
attach to the plow.*



Manufactured by experts from No. 1 Soft Centre and No. 2 Star Steels. A reinforced landside strengthens the weld on all Star Shares. Ask the nearest jobber for latest lists.

Order a Supply Now

FOR PROMPT DELIVERY WRITE OUR JOBBERS:

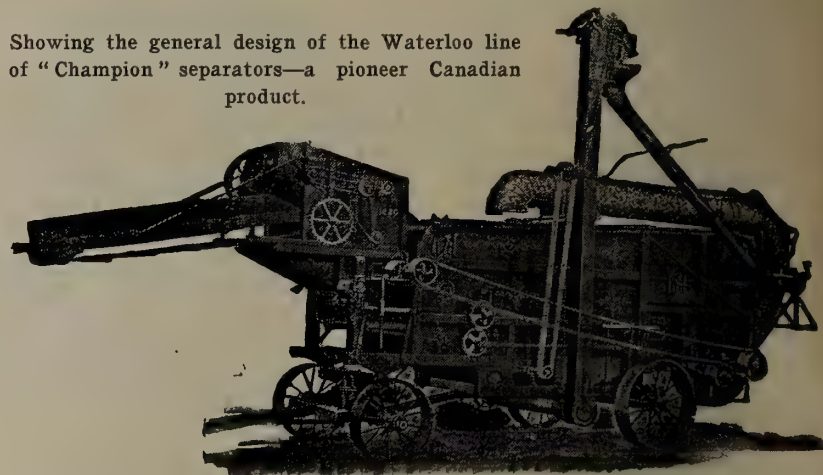
J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary.
Western Implements, Limited, Regina.

Metals, Ltd., Calgary and Edmonton.
Western Canada Hardware Co., Lethbridge.

Wilkinson-Kompass, Ltd., Winnipeg.
F. G. Wright & Co., Winnipeg.

Star Manufacturing Company
Carpentersville, Ill., U. S. A.

Showing the general design of the Waterloo line of "Champion" separators—a pioneer Canadian product.



drum beater with concaved sides. Flanged heads prevent any winding, and the drum runs close to the top of the machine preventing any grain going over the top of the drum.

The beater running at 425 r.p.m., takes the straw as it comes from the cylinder. It avoids bunching, prevents the straw from being thrown too far back, and delivers it evenly to the straw deck where it is agitated by kickers and shakers.

The straw deck is of interesting design, and the straw is thoroughly shaken up as it comes from the cylinder, passing in a continuous even stream to the rear end, and is delivered to the stacker. Six kicker rakes are mounted on cranks having a five or 5½ in. throw. The six cranks are set two each, at 120 degree angle, so that the action on the straw is steady and counter-balanced. The rotary movement and consecutive throw on the cranks and kickers give steady movement, and eliminate bunching or overloading the deck.

The front end of the deck is mounted on the front crank, with five straight-line bearings, giving this end a rotary 1½-in. throw. The rear end, suspended on oscillators, moves to the throw of the crank. A return

capacity, say the manufacturers, and it is practically impossible to overload it. It has a rolling side shake and is fitted with sieves for the different kinds of grain. Unthreshed heads or unhusked grain passes over the end of chaffer, or over the shoe sieve, and is carried back to the cylinder so that no grain is wasted. The finished product is delivered to either side of the "Champion" by a spiral conveyor.

In the Waterloo feeder the sheaves are delivered well up the cylinder. This feeder is attachable to any make of separator with no trouble. A feeder governor obviates the possibility of overloading the cylinder, being so sensitive, say the manufacturers, that it delivers straw to the cylinder much better than when hand feeding is used. Light in weight the feeder is easily adjusted, while it is very easily driven.

In addition to their steam engine and thresher lines, the Waterloo Manufacturing Co. distribute the Heider tractor in three sizes, Rock Island tractor plows and discs, and the Eagle tractor in 12-22 and 16-30 h.p. sizes.

Success is applied common sense.

New Model Avery Header-Thresher Cuts Production Costs of the Wheat Farmer

Any machine that can cut the cost of producing the food supply of the country fills a great need in our economic system. Such a machine, says the Avery Company, has been developed in the 1923 improved model Avery

A new machine for economical harvesting of headed wheat areas.



Header-Thresher which has made a decided reduction in productive costs especially in the headed wheat district of the middle west.

The experience of wheat farmers with the header-thresher in the field has shown that the machine saves time—saves labor—saves money—increases crops. All this is made possible because of the fundamental principle upon which the header-thresher operates; you cut and thresh your standing grain all in one operation in the quickest, cheapest and best way—then with the same machine and same small crew, you thresh your bundles and headed stacks.

Farmers are familiar with the amount of labor necessary for harvesting and threshing grain when done with the ordinary binder or header and later threshed with a threshing machine.

The header-thresher, says the manufacturers, reduces the crew to 3 men, makes the wheat-grower independent of the custom threshing outfit and materially increases the acreage harvested in a day. The header-thresher by harvesting and threshing at the same time, reduces the chance for lost grain. The grain is delivered directly from the cutting bar to the threshing mechanism and from there to the grain wagon. This eliminates the use of twine, hauling of shocks from the field to the thrasher or the stack and other well known losses which occur from each handling by other methods.

The Tractor a Supplement

Too much stress is often placed on the matter of the horse as opposed to mechanical power on the farm. The tractor is not in competition with the horse, but is a means to supplement the

work of both horse and man. In handling the peak load during the season it can perform many jobs better than either. When help is short it means the difference between drudgery and ease in getting the crop in or in harvesting it. That is why last Spring, tractors were moving out to American farms at the rate of 600 every day.

In the mixed farming district the horse, tractor and truck are all necessary, each to do the job for which it is peculiarly fitted.

Argentine Using Harvester-Thresher

The International Harvester branch at Bahia Blanca, Argentina, recently shipped a train-load of harvester threshers, 115 of them, to the great pampas grain country of Argentina. The shipment tells the story of bumper crop conditions in the Argentine.

In that country, in order to be threshed in the field, grain must be allowed to ripen on the stalk;

rainfall less than twenty inches per year, and the soil has a high-potash content, although its use is extended to certain other sections where conditions permit it to be harvested from the stalk.

With harvester-threshers, the grain is cut off from the standing stalks. In the thrasher end of the combine the grain is separated from the straw and chaff and finally is delivered to sacks ready for shipment. The straw, which is rich in potash, is scattered out to the rear and is mixed with the soil in the next plowing to build up fertility.

A Matter of Elevation

A colored woman demanded a refund on a pair of hose recently purchased. The floor walker asked:

"Madam, did they not come up to your expectations?"

"Lordy no," she answered. "Dey hardly come up to ma knees."

Develop Increased Business This Fall Selling LISTER Power and Light Plants in Your Town and Territory

From 40 to 1,000 Light Capacity

Automatic, Semi-Automatic, Non-Automatic

"LISTER-BRUSTON" British-Built

Direct-coupled and radiator-cooled. A range of sizes to suit every requirement for farm, store, hall, church or school lighting. Powered by the famous Lister engine; high tension ignition; automatic lubrication; shunt-wound dynamo. Let us know about your prospects; we will help you close sales.

"LISTER-PHELPS" for Light and Power

Made in two sizes, 1000 and 1500 watts capacity. Guaranteed to supply 50 or 70 lights without battery. No switchboard. A lever starts or stops motor, cutting out battery and delivering 3½ h.p. to power pulley. Use gasoline, kerosene or distillate.

Lister Light and Power Plants are guaranteed highest grade. Reasonable in price they offer a remarkable sales opportunity for the aggressive dealer.

Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs
World Famous — Over a Million now in Use

Despite the numerous machines that have appeared in the past 40 years, Melotte Cream Separators have never been surpassed for mechanical construction, close skimming, long life and satisfactory service. No agency is so highly valued by the live dairy equipment dealer. Over 100,000 Melottes are giving satisfaction daily on Canadian farms.

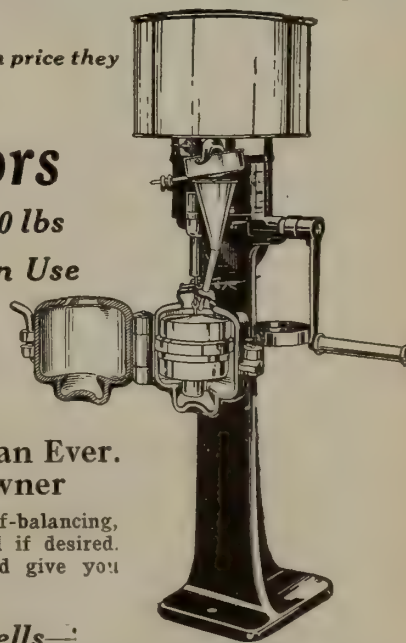
After 40 Years Remarkable Success, More Popular Than Ever.
Ask the Dealer who sells them—or any Melotte Owner

Lister & Co. sell the original and genuine Melotte—the separator with the self-balancing, frictionless bowl that skims closer than any other. Easy sales terms arranged if desired. Show—and sell—your prospects the Melotte. They eliminate competition and give you quick turn-over with clean profits. Get the Agency—Now.

It's Always a Busy Season for the Dealer Who Sells—

"Lister," "Canuck" and "Magnet" Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte," "Lister-Premier" and "Magnet" Cream Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, Etc.

R. A. LISTER & CO. (Canada) LTD.
Winnipeg, Man. Hamilton, Ont.



Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

E. Bros. Sask.—The only point from which you can get repairs for the "Mitchell" wagon is Deere & Co., Moline, Ill. This is a John Deere product but no parts are carried in Canada.

G. T. Co., Man.—The only source for repairs for the Weidely tractor motor is the Weidely Motors Co., Indianapolis, Ind.

N. W., Man.—The Champion hay rake is not sold in Canada. For parts address B. F. Avery & Sons Co., 620 South 3rd St., Minneapolis, Minn.

J. B., Man.—It will help if you can tell us for what engine you require the Pickering governor. There is a slight difference in governors for different engines. If it is for an Advance-Rumely or Gaar-Scott engine, the Advance-Rumely Thresher Co., Winnipeg, can supply you. It is made by the Pickering Governor Co., Portland, Conn.

H. A., Man.—The leading makers of grain cleaning machines in Canada are:—Robert Gallagher, Tottenham, Ont.; Twin City Separator Co., Winnipeg; Emerson Manufacturing Co., Winnipeg; American Grain Separator Co., Winnipeg; Standard Fanning Mill Co., Winnipeg; Farguson & Co., Brandon; Western Implements Limited, Regina.

C. H. G., Sask.—Repairs for a "Perfection" grain weigher may be had from the Cushman Farm Equipment Co., 288 Princess St., Winnipeg. The Pickering governor is made by the Pickering Governor Co., Portland, Conn. The "Pickering Ball Ranger" can be had from the Canadian Fairbanks-Morse Co., Regina. As most engine builders require a governor slightly different, it is advisable to write the factory.

G. A. W., Alta.—The Automatic "Justice" Weigher was made some years ago by a firm at Virden, Man. Production was discontinued, and the patterns were sold to a U.S. concern. Can any reader tell if any repair stocks still exist.

G. G., Man.—"Noxon" implements are now obsolete. The only repair source—and the stock is limited—is to write R. Martens & Co., 6 Hanover St., New York City.

A. E. D., Sask.—A pick-up for a Stewart sheaf loader can be had from R. A. Smart & Co., Elmwood, Winnipeg. This firm bought out the Stewart Sheaf Loader Co.

R. W., Sask.—Part G422 is a foot lift bracket for a Rock Island gang plow. Repair may be had from the Waterloo Manufacturing Co., Portage la Prairie. Parts DH-87 and DH-89 are for a disc harrow made by the Roderick Lean Manfg. Co., Mansfield, Ohio. For prompt delivery write to Lindsay Bros., 400 North First St., Minneapolis, Minn.

A. L., Man.—Repair parts for the "G-O" tractor are carried by the Ontario Wind Engine & Pump Co., Regina. The only repair source for Stinson tractors is to address Drew & Co., Main St., Winnipeg.

N. H. J. & Sons, Sask.—Thresher firms report that it will not pay the farmer to get his rotary band cutter knives re-corrugated. The only way would be to send them back to the factory from which thresher came—but generally re-corrugating is not satisfactory. The Cushman Farm Equipment Co., 288 Princess St., Winnipeg can supply you with new knives.

H. E. K., Sask.—The North-West steam engine was made at Stillwater,

Minn., many years ago. Some repairs are carried by the Advance-Rumely Thresher Co., Winnipeg. Repairs for the "Premier" cream separator may be had from the nearest branch of the Cockshutt Plow Co., or the R. A. Lister Co. of Canada, Regina.

R. W. H., Sask.—The Uni-Lectric lighting plant is obsolete. The only chance for getting parts is by writing the Delco Lighting Co., who know of two or three scrap plants from which parts may be had.

McL., Ltd., Man.—The only source from which you can get parts for a Sparta plow is by writing the Sparta Plow Works, Sparta, Ill.

J. T. W., Alta.—Parts for a Buffalo-Pitts separator can only be had from the Regina branch of the International Harvester Company. Regarding Closz

H. D., Alta.—Parts for the Stewart sheaf loader can be had from the R. A. Smart Co., Elmwood, Winnipeg.

L. J. M., Man.—Part B265 is a spool for a disc plow made by the Moline Plow Co., Moline, Ill. Repairs can be had from the John Watson Manfg. Co., Winnipeg.

J. G. B., Sask.—Can you give us some further details of this 8 h.p. engine. There are hundreds of different makes. The only engine with "D" on castings we know of is the Canuck, handled by the R. A. Lister Co., Winnipeg—but this is a 6 and not 8 h.p.

C. G., Sask.—The only repair source for a Walter A. Woods binder is to write the Walter A. Woods Mower & Reaper Co., Hoosick Falls, N. Y.

F. R. M., Sask.—Part KK525 is for a disc harrow made by the Deere & Mansur Co. It can be had from the Regina

F. Bros., Sask.—The "Manitoba" engine was formerly made by Manitoba Engines Ltd., Brandon. Repair parts are still available. Address A. R. McDiarmid, Brandon, or the firm direct.

C. P. Co., Man.—The "Acme" rake is not sold in Canada. For parts address the Acme Harvesting Machine Co., Peoria, Ill.

A. W. B., Sask.—The "Bull Dozer" pump is made by F. E. Myers & Bros. Co., Ashland, Ohio. It is sold by the J. H. Ashdown Hardware Co., and parts may be had from their Saskatoon branch.

M. & I. S. Co., B. C.—We cannot locate the maker of a line of hay tools known as the "Diamond". This brand is used by the New Winona Manfg. Co., Winona, Minn., but they state they manufacture no hay tool line.

A. J. R., Sask.—The Raymond Manfg. Co., Guelph, Ont., have been out of business for a long time, but parts for their separator may be had from the Dominion Sewing Machine Co., 300 Notre Dame Ave., Winnipeg.

E. C. E., Man.—Repairs for the "Turner" tractor may be had from the Sterling Engine Works, Water Street, Winnipeg.

E. & K., Sask.—Windmill with castings 102, 583 and 1650 is a type made by the Gould Shapley & Muir Co., Brantford, Ont. Write the Regina branch of the company.

T. V. R., Alta.—Regret that it is now impossible to get parts for the "Cossit" mower. It was formerly manufactured at Brockville, Ont. but has been obsolete for years.

P. K., Sask.—Part 178 is for an "Ideal" engine manufactured by the Ideal Power Lawn Mower Co., Lansing, Mich. Write them for part.

E. W. G., Alta.—The cream separator formerly known as the "National" is now sold as the "Capital." Parts for it may be had by addressing the National Cream Separator Co., Regina or Edmonton.

E. J. F., Sask.—Regarding buggy with 26-in. body, one inch tires and auto seat, with elliptic springs, we are advised by the F. N. McDonald Co., Winnipeg, that there is no firm making a body this size. The Dominion Carriage Co., Montreal, make a specific line, and do not manufacture all types of buggies.

W. E. M., Alta.—The "Trans-Con" cook stove is a McClary make, and you can get parts from the McClary Manfg. Co., Calgary.

W. O., Man.—Repair V-375 is a riding attachment casting for a Moline low-lift gang plow. You can get part from the John Watson Manfg. Co., 311 Chambers Street, Winnipeg.

H. A., Man.—The cultivator you describe is the Gardiner rotary cultivator, a machine for horse or tractor use. This machine has open discs, and is made with 10, 12 or 16 discs. It is manufactured by Western Implements Ltd., 1018 Sherbrook St., Winnipeg, Man.

W. & J., Sask.—We do not know of any weed burner that can be endorsed as giving complete satisfaction, although several machines of this type have been developed. The Agricultural Supply Co., Winnipeg, have a light machine which they sell for about fifteen dollars. They claim that it performs the work perfectly.

J. T. P., Alta.—The Saunders disc plow is manufactured by the Newell-Saunders Plow Co., Chattanooga, Tenn. To obtain repairs promptly, address the Northern Rock Island Plow Co., 404 Washington Ave. North, Minneapolis, Minn.

A. A., Man.—A grinder of this name was manufactured by the Empire Manfg. Co., Quincy, Ill., but it is not the same machine as that for which parts are wanted. Is any reader acquainted with the makers of a grinder of this name?

D. A., Man.—You can secure repairs for the P & O Little Genius gang plow from the nearest branch of the International Harvester Company.

O. S., Man.—For details regarding the Setoch clipper type of plow, address the Massey-Harris Company, Toronto.

An Invaluable Service—

A Subscriber in Saskatchewan wrote us recently as follows:

"We wish to thank you for the prompt replies to the several enquiries we have sent you regarding repairs within the past two months.

"Your service is invaluable to us."

We receive many appreciative letters of this type, and will be pleased to have our Subscribers make full use of our Repair Information Service.

CANADIAN FARM IMPLEMENTS

& Howard adjustable slides, the J. I. Case T. M. Co., Winnipeg, have a slide which will suit. Send them the size.

T. Bros., Alta.—No firm in Canada handles repairs for the Acme header. Write the Acme Harvesting Machine Co., Peoria, Ill. We do not know a belt called the "Ganda." Do you mean the "Gandy"? If so it is made by the Gandy Belting Company, Baltimore, Md.

G. J. B., Sask.—The leading thresher concerns do not know the makers of Up-2-Date concave teeth. Can you give us any further details of the machine?

J. A. H., Alta.—You can obtain parts for the Diamond feed grinder by writing the New Winona Manfg. Co., Winona, Minn.

F. W. B., Sask.—Parts for the Monitor 6 h.p. vertical engine can be had from the Baker Manfg. Co., Evansville, Wis.

A. L. W., Sask.—Repairs for a Judson 1½ h.p. engine may be had from the Manitoba Jobbing Co., 921 Main St., Winnipeg. They have only a limited assortment. If they cannot supply you, give details of parts to the T. Eaton Co., Winnipeg. Their engine has many parts similar to the Judson model.

A. P. W., Sask.—Your letter to the Tudhope-Anderson Co. has been turned over to us for attention. The Sattley plow has not been made for some years. Parts can be had only from the Racine-Sattley Co., Springfield, Ill.

J. M. R. & Co., Alta.—Part 4592 is a ratchet for the land lever of a J. I. Case three-furrow foot lift gang plow. For repair write the J. I. Case Plow Works Co., Minneapolis, Minn.

G. T. Co., Man.—Parts for a Buffalo-Pitts separator can be had only from the International Harvester Co. of Canada, Regina.

F. Bros., Sask.—The "Crescent" truck was a Canadian made truck sold at one time by the Moline Plow Co. We cannot tell who made it for them. If your truck has 30, 36 or 42 in. wheels the John Watson Manfg. Co., Winnipeg will be able to supply parts. If it has 44, 48 or 52 in. wheels the International Harvester Co. may be able to supply parts.

W. C., Sask.—You can get parts for the Dominion sewing machines from the Dominion Sewing Machine Co., 300 Notre Dame Ave., Winnipeg.

G. C., Man.—The Chase tractor is no longer manufactured. The plant was taken over by the Gary Motor Truck Co. of Canada, Atlantic Ave., Toronto. Write them for the parts required.

office of the John Deere Plow Co. Regret that we cannot locate the maker of harrow teeth with clips marked A2H.

J. A. H., Sask.—Part OB261 is for a Rock Island plow. For part address the Waterloo Manufacturing Co., Portage la Prairie, Man.

M. & S., Sask.—Parts for the Ideal engine are not carried in Canada. Write the Ideal Power Lawn Mower Co., Lansing, Mich., U. S. A.

H. Bros. Sask.—A grain cleaner to use in conjunction with a thresher is made by the Canadian Farm Implement Co., Medicine Hat, Alta. Mills with ample capacity for this job, and which can be transported with thresher, are made by the Twin City Separator Co., Winnipeg.

C. J. & Sons, Man.—We regret that we do not know of any feed cutter made at Bolton, Ont. known as the W. Dick. There is a dealer named T. A. Dick in this town, but he does not manufacture. Parts for the Case tractor plow can be had from the J. I. Case Plow Works Co., 411 Washington Ave N., Minneapolis.

McI. & A., Man.—Parts for the "Majestic" range may be had from the J. H. Ashdown Hardware Co., Winnipeg.

P. A. S., Sask.—The Gould, Shapley & Muir Co., manufacture a double cylinder engine with valve cage 3TR16 and valve stem 3TR17. The boxing D48R, however, does not belong to this engine. Can any reader identify this boxing?

F. P., Man.—Parts for the Crown scale are to be had from the Binghampton Scale and Repair Co., Binghampton, N. Y. Repairs for all Moline plows may be had from the John Watson Manfg. Co., Winnipeg. The R. A. Lister Co. of Canada formerly manufactured this thresher, and they can supply repairs. We do not know of a knottter called the "Never-slip." The Fibre Products Sales, Box 610, Winnipeg, may have it as they manufacture a knottter.

J. M. R., Alta.—For parts for the "National" cream separator write the National Manfg. Co., Regina, who formerly sold this machine. There is a trade index published of Canadian manufacturers, but insofar as farm equipment is concerned it is of very little use to dealers, as it only gives lists of makers of different classes of machinery.

G. B. L. Co., Sask.—The Stewart Sheaf Loader Co., Winnipeg, and Jackson Machines, Ltd., Saskatoon are the only two firms who manufactured this class of machine. Production of both makes has ceased, according to reports.

McCormick-Deering Tractor Crankshaft and Main Bearings Now *Guaranteed for Life!*

THE crankshaft as well as the crankshaft ball bearings of the McCormick-Deering 10-20 and 15-30 tractors are guaranteed against breakage, not for a month or a year, but during the entire life of the tractor. This guarantee covers breakage from any cause whatsoever, and in the case of the ball bearings guarantees them from wearing out or burning out during the life of the tractor.

THE foregoing statements contain the most important tractor news of the year. We are just now announcing this guarantee in full pages in the farm papers. Think what so liberal a tractor guarantee means to the McCormick-Deering agent. It will prove a great builder of confidence and so make tractor sales come much easier. It will sell many a prospect without further argument.

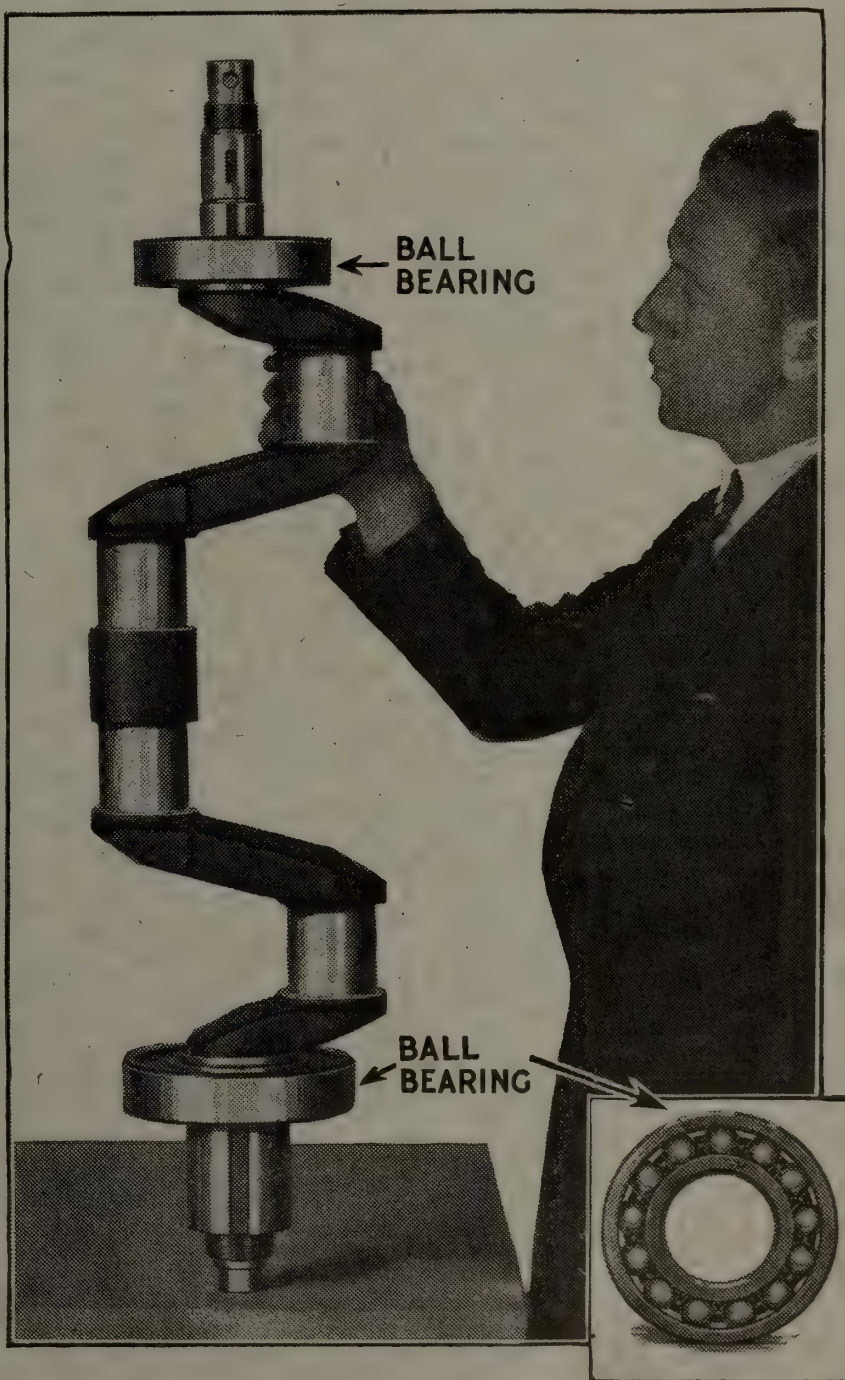
Read this SPECIAL TRACTOR WARRANTY, which every purchaser gets in writing:

The seller agrees to replace free the Two-BEARING CRANKSHAFT in any 10-20 or 15-30 McCormick-Deering tractor, should it break during the life of the tractor, provided the broken parts are promptly returned to the factory or one of the branch houses.

Further, the seller agrees to replace free any CRANKSHAFT BALL BEARING in the 10-20 or 15-30 McCormick-Deering tractor, which may break, wear out, or burn out during the life of the tractor, provided that the defective ball bearing is promptly returned to the factory or one of the branch houses.

NEVER before in the entire history of the automotive industry—never with automobiles, motor trucks, engines or tractors—has such a warranty been given. It is convincing proof of our faith in the quality of the crankshafts and the indestructibility of bearings in McCormick-Deering tractors.

This written warranty will be given much publicity from now on. It will be recognized as the most convincing kind of assurance that these tractors are built for long life and real economy. It is bound to focus a lot of favorable talk on these tractors among farmers everywhere. The McCormick-Deering agent is given a great opportunity. Write for our specially prepared advertising on the subject—folders, jumbo posters, etc.



INTERNATIONAL HARVESTER COMPANY
HAMILTON OF CANADA CANADA
Limited



GRAND DETOUR DISK PLOWS

A Disk Plow That Wins Business

NOTICE

We want the public to know that our plows are not the Case Plows made by the J. I. Case Plow Works Co.

HERE is a disk plow with many new features. Dealers and farmers praise its unique principles and its freedom from the common faults of plows of its type.

The Grand Detour Disk Plow is a power-lift, of course. The design of its standards is especially noteworthy. They are so attached to the beam that the entire

weight of the heavy frame is almost directly over the disk centers. This brings quick penetration and holds the blades to their work.

Where soil becomes hard-baked and difficult to penetrate—here is a plow that wins business. Its name is assurance of its worth. Write for descriptive folder.

Grand Detour Tractor Plows and Repairs are sold and carried in stock by

J. I. CASE THRESHING MACHINE CO., Inc., Racine, Wis., and branches at Winnipeg and Brandon, Man., Regina and Saskatoon, Sask. Toronto, Ont., Calgary and Edmonton, Alta.

ADVANCE-RUMELY THRESHER CO., Inc., La Porte, Ind., and all branches

AVERY CO., Peoria, Ill., and all branches

J.I.CASE THRESHING MACHINE CO.,Inc.
DIXON, ILLINOIS • GRAND DETOUR PLOW DIVISION • EST. 1837

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 9

WINNIPEG, CANADA, SEPTEMBER, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 Cents



Looking Forward

The more you think about the future, and about Opportunity and Success, the more enthusiastic you become about being a money saver.

If you have mastered the art of saving, you can forecast with reasonable accuracy how much of a factor you will be in the days of opportunity which are drawing near.

233

"Double your Savings;
It CAN be Done."

UNION BANK OF CANADA

Head Office

WINNIPEG

Paid—\$17,000,000

In 1922 the premiums paid to insurance companies in Canada, in excess of the sum returned to policy holders as indemnity for losses sustained, was roughly \$17,000,000.

It is costing Canadians \$300,000 daily to take care of direct fire loss, to maintain fire protection systems, and to carry insurance against fire loss.

Why not economize in YOUR fire protection? You can do it, and still cover your property perfectly. For over 16 years we have provided Fire Insurance for Hardware and Implement Dealers at ONE HALF of the Board Companies rates. We charge board rates and refund 50% of the Premium at the expiration of Policy. Is your store, stock and home protected? If not, write to night for particulars of our Money-saving Policies.

ASSETS OVER \$5,300,000.00

NET CASH SURPLUS OVER \$2,007,000.00

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,
802 Confederation Life Building, Winnipeg.

Watson's "Excelsior" Power Blower Feed Cutters Save Time, Feed and Money for the Farmer. Get our Sales Offer.

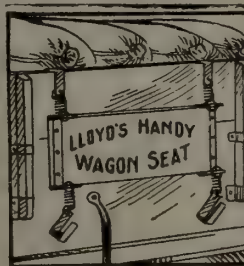


A powerful fast worker. Handles 6 tons per hour. Regularly equipped with plain table; travelling feed table, if desired. Has 13-inch throat. Length of cut. $\frac{3}{4}$ to 1 inch, or with extra gears, $1\frac{1}{4}$ to $3\frac{1}{2}$ inches. Heavy, balanced, knife wheel. Large feed box and well fitted feed rollers. One lever starts, stops and reverses. Knives and gearing fully enclosed. Special English steel knives.

Watson's No. 72 Ensilage Cutter

CORN -- SUNFLOWER
Has 2-knife flywheel, and handles 8 to 10 tons an hour; 8 to 12 h.p. operates it. Four lengths of cut. No machine equals it for capacity or low power demands. Get complete details.

Lloyd's Low-Down-Spiral Spring Wagon Seats Sell on Sight



The Wagon Loaded



Going Home

Fit any wagon or sleigh box. The lightest, strongest, most practical seats made. Take up no box space. Low set — protect driver from wind and assure control of team. Carry 600 lbs. with ease. Show them to farmers and they buy them. Nice profit for you. Lay in a stock.

We Also Handle

Repairs for Mo-line Plows, and Implements; Mandt Wagons and Trucks.

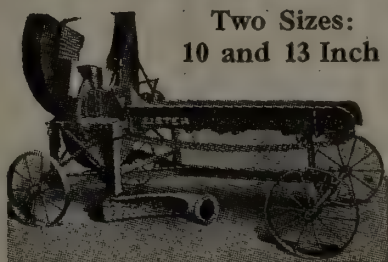
John Watson Mfg. Co.
LIMITED

311 CHAMBERS STREET,

WINNIPEG, MAN.

Handle LISTER Ensilage Cutters and You Get Business

They fill the Silo in record time, and outclass competition in capacity, low power requirements and durability. Operated by 5 h.p. up to tractor power. One-piece frame gives perfect alignment. Rigid, strong and well braced. Fully protected cutter wheel. Convenient feed table and rolls. Solid knife wheel, and 6-blade unbreakable fan. Cut $\frac{3}{4}$, $\frac{1}{2}$ or 1 in. The 10-in. Lister raises ensilage 50 ft. with ease.



Two Sizes:
10 and 13 Inch

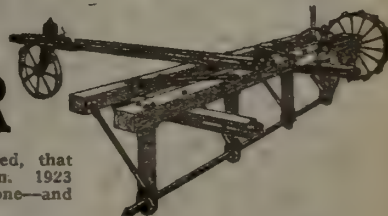
Get Full Particulars and Our Sales Offer

Other Lister Lines:—"Lister," "Canuck" and "Magnet" engines, Grain Grinders and Crushers, "Melotte" and "Lister-Premier" Separators, Electric Lighting Plants, Milkens, Churns, Silos, Sawing Outfits, Pumps, Pump Jacks, Etc.

R. A. LISTER & CO. (Canada) Ltd.
WINNIPEG, MAN. HAMILTON, ONT.

Get the Agency for the—

ROTARY ROD WEEDER



A cultivator, weeder and packer combined, that does the work of all three in one operation. 1923 prices greatly reduced. Every farmer needs one—and they sell on sight.

A Quick, Profitable Seller in Any Territory

They kill weeds with less work, and are sure death to Canadian Thistle, Russian Thistle, Pigweed, and any weed that grows on plowed soil. Made in 8, 10 and 12 ft. sizes. The revolving rod pulls from 3 to 8 ins. of roots and can be forced to 6 in. depth. The best and cheapest implement on earth for keeping summer-fallow clean. It cannot clog.

Get Our Prices and Liberal Sales Offer

Sole Mfgs. ROTARY ROD WEEDER & MFG. CO., Cheney, Wash., U.S.A.

SOLD IN WESTERN CANADA BY

NORTHERN MACHINERY CO. LTD. Calgary, Alta.

Sell COCKSHUTT

Plows This Fall : : : :

PLOWs that have stood the test of time are the kind you want to handle. Farmers in your locality know the good reputation Cockshutt Plows bear. Cash in on that good-will by pushing their sale now.

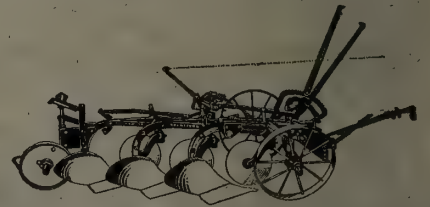
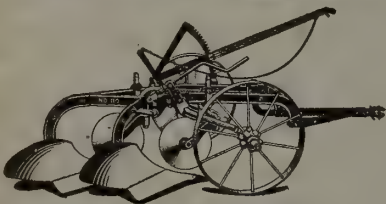
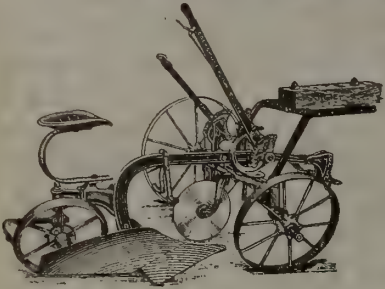
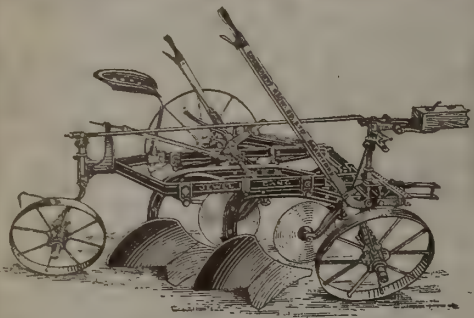
Conditions generally are improving and there will be a brisk demand this fall for necessary equipment. Show your customers the splendid assortment of types and sizes of plows you can offer and the satisfactory experience others have had with these implements.

It pays to sell a line of implements that will meet every demand. The Cockshutt line embraces practically every implement a farmer requires for tilling his land and harvesting his crops—a line that pays you well for the time and work you spend on it.

Write Our Nearest Branch for Supplies of Plow Literature.

COCKSHUTT PLOW COMPANY LIMITED

WINNIPEG = REGINA = SASKATOON = CALGARY = EDMONTON



For the Rush of Fall Work — Sell them White "ALL-WORK" Kerosene Tractors--

Power plus Economy—Harder Work for Longer Time, at Lower Cost

For the heavy needs of threshing, and the fall and winter belt work on the farms, there is a demand for the application of "ALL-WORK" power. Tractors will be sold by the dealer who throws his selling ability behind "ALL-WORK" power, performance and economy.

Note the over-size motors used. For the heavy draft of threshing, the saving of time in fall plowing, no tractors sold give steadier or more economical results. The 12-25 (2-3 plow) operates a 20 or 22 in. thresher. The 14-28 (3-4 plow) handles a 24 or 26-in. thresher, and the New "ALL-WORK" 20-38 pulls 4 or 5 bottoms and runs a 28 to 32 inch thresher under any crop conditions. It will double-disc, drill and pack in one operation, or handle a 10-ft. road grader with ease.

GET OUT AND YOU WILL CLINCH SALES

Don't let the coming month pass without tractor sales effort. You can interest, convince and sell the farmers when you outline "ALL-WORK" economy.

12-25

MOTOR

4 3/4 x 6

14-28

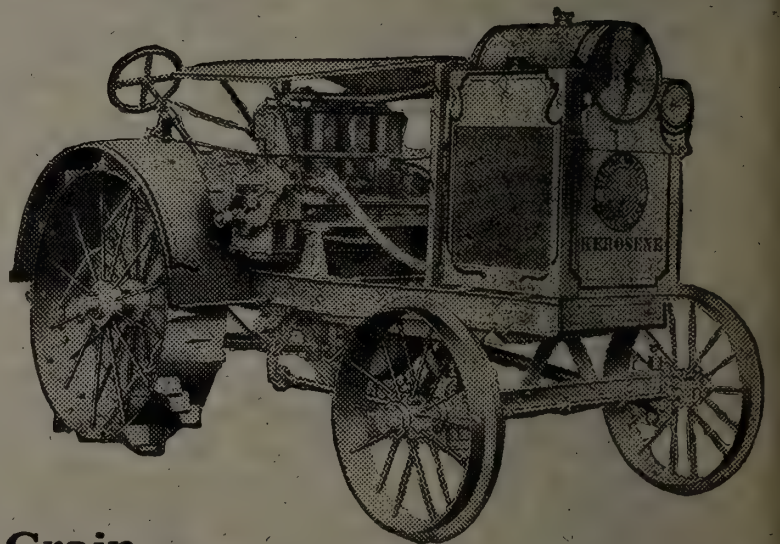
MOTOR

5 x 6

20-38

MOTOR

5 x 7



"CHALLENGE" Threshers Get all the Grain—

and Every Bushel Counts

SIX SIZES—A Model For

Every Demand of Power Farmers

20 x 36	24 x 40	28 x 46	32 x 54
	36 x 60	40 x 66	

The "Challenge" owner gets full value for his crops, and cuts out grain wastage. After threshing his own grain, he can help pay for his "Challenge" by threshing for neighbors. Years of proven leadership demonstrate the value of the White "First Quality Line" of threshers. We guarantee the Fordson tractor will drive our 20-36 Challenge Thresher fully equipped. Adjustable to all crop conditions, their dependability, efficiency and long life make them a fine investment for any tractor owner. Built with 12 and 16 double-bar cylinders. Easy to drive; fully equipped. The man who sells "Challenge" threshers gets the orders.



Size 24 x 40
Special for
Light Tractor

Get Prices and Agency Details

GEO. WHITE & SONS CO., Ltd., Brandon, Moose Jaw, Saskatoon

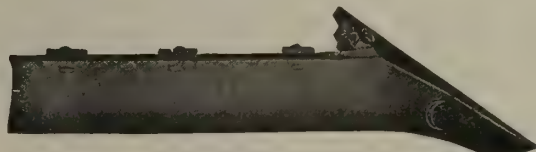


FOR THE URGENT DEMAND
For Fall Plowing—Stock and Sell



PLOW OVER 1500 PATTERNS SHARES

Perfect in Accuracy,
Fit and Finish. Every
share fully guaranteed.
A Type for Every Plow.



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit, Best in Quality.

In Soft Centre and
Crucible Steels. Sell
Easily and Assure
Repeat Orders.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits

*Cash in on this Profitable
Business. Size up your
requirements and place
your order at once.*

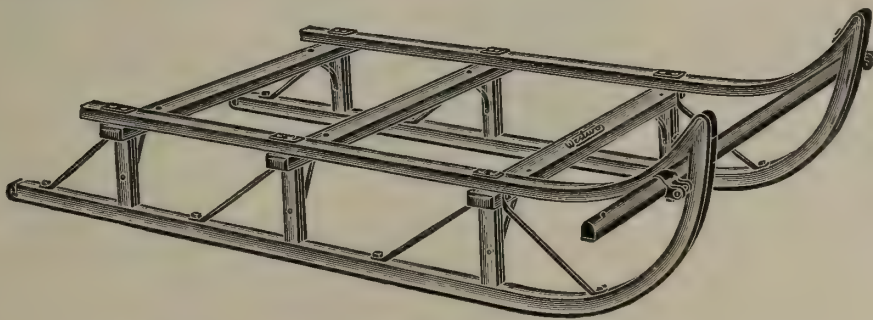


Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.

Westwo
REGD

JUMPER GEARS

LIGHT -
LOW -
STRONG-



LOW-
PRICED
GOOD
PROFIT

Built to Meet Western Demands

Strongly Built with Wide Steel Shoeing.

Ready to attach Box and Shafts.

Painted and Varnished. Ready for Shipment October 1st.

Write for Details and Price—NOW



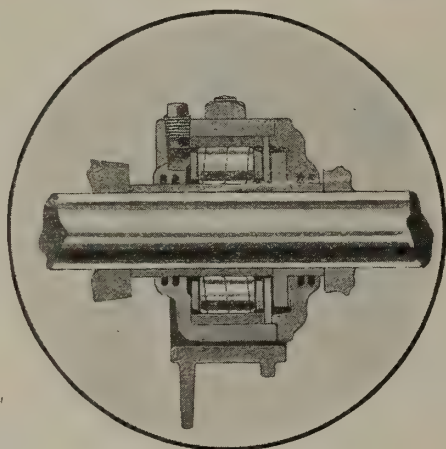
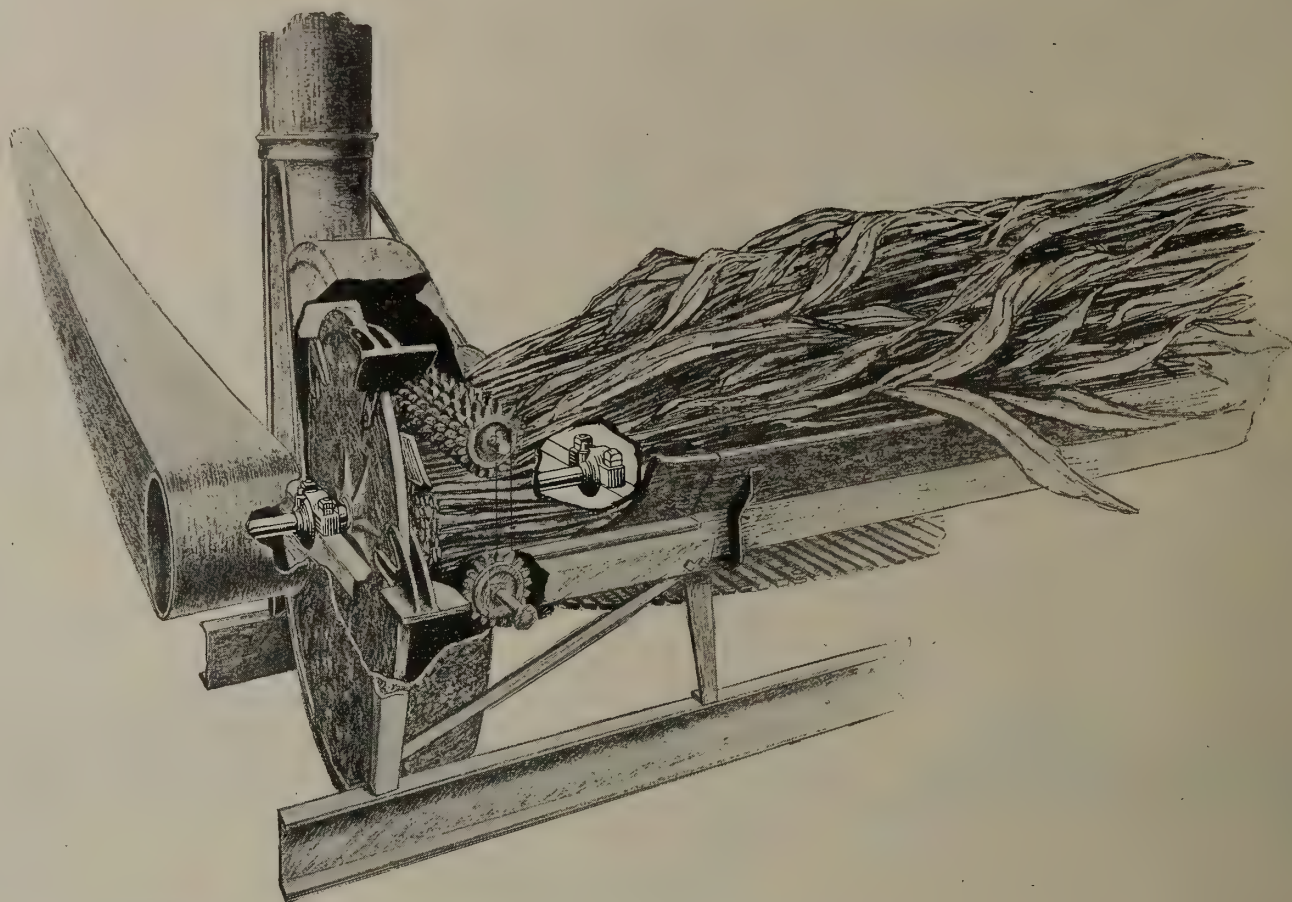
D. ACKLAND & SON, LTD.

WINNIPEG

::

CALGARY





Chopping cornstalks into silage is terrific work. Cruel, smashing blows from a high speed cutter wheel mean a real job for the bearings. Hyatt high-duty bearings are built for this type of service. Proof lies in their satisfactory performance season after season.

For a complete list of Hyatt-Equipped Tractors and Implements, write:

HYATT ROLLER BEARING COMPANY

Detroit Chicago New York Worcester Cleveland Milwaukee Newark
Buffalo Pittsburgh Huntington Minneapolis Philadelphia San Francisco Indianapolis

HYATT
ROLLER BEARINGS

NO ADJUSTMENT OF ANY KIND POSSIBLE OR NECESSARY—ABSOLUTELY FOOL-PROOF

CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 9

WINNIPEG, CANADA, SEPTEMBER, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10 c

Shorter Sales Terms Essential in Implement Trade

An Address Delivered by His Honor, Lieut.-Col. H. Cockshutt, Lieutenant-Governor of Ontario, to The Winnipeg Wholesale Implement Association

His Honor thanked Mr. C. H. Whitaker, Winnipeg Manager of the Massey-Harris Company, for his kindly references to his father and himself, and commented upon his early friendship with Mr. Whitaker as boys, in the East. Continuing, he said:

"Whether East or West, all of us, as Canadians, have a fine courage, and infinite faith in our country. We know Canada—we have confidence in its illimitable resources. In this period when business passes through many perilous paths, the time has come when we must look to our own house. In connection with the implement business, it is safe to say that if we continue to carry on as in the past, the outlook in our industry will not be a happy one. We continue to sell farming implements on too long time and under business conditions which make such a sales policy an economic mistake.

"Why should not every gentleman here try to do his utmost personally, along with the other units in our calling, to remedy conditions in the implement business in Western Canada? Let us get together as a united business and face the matter of long term credits. I say to you that if you decide to sell your implements upon say 50 per cent. cash with order, you will rapidly reduce your liabilities to the banks, reduce your worries as branch managers, and incidentally would take a step which would be to the best interests of the farmers, would lessen troubles for the dealer, and lighten the load of the implement factories. Implements as a result, could be sold at lower prices.

"I think that I can lay claim to some knowledge of conditions in the implement trade, and I am convinced that if you gentlemen, as the Western Canadian branch managers of our implement factories, would decide upon credit terms as I suggest, and would advise your head offices on the matter, they would be only too pleased to endorse your action.

"It must be admitted that our provincial legislation has in many ways tended to give farmers the idea that they have no financial responsibility—that they get a certain measure of moral support in evading their just obligations. If we can but unite the distributing factors in the implement business in Western Canada, it will do much for the entire Canadian implement industry, and at the same time will eliminate a great many of the problems which at present conflict with our prosperity. Long credits too often make short friendships.

"I believe in the future of the implement business as one of vital importance to the development of Canadian agriculture, but as implement men we must combine on a basis of sound common sense. It is essential today that we return to the pioneer principles of Canadian industry—hard work, economy, integrity and solid business principles. At the present day governments too often give their people the impression that money—if you have it—is for spending. This is not so unless the expenditure be wise, and the investment sound, and economic conditions are proving that lavish spending, especially upon non-essentials, is a policy that leads to unhappy conditions in both agriculture and industry.

"I am very pleased to accept the Honorary Membership tendered me in the Winnipeg Wholesale Implement Association, but as members of this body, and of

other implement associations, appeal to you as units in a great industry, and one which is of vast importance to the Canadian West, to co-operate for better conditions in the trade. Granting this happy condition, I am confident that

your head offices will stand by all of you in connection with whatever change in sales policies you may purpose.

"As all of us know, the implement men have been invariably considered rather a bad lot—a most unjust reflection when one considers what the implement companies have done for Canadian agriculture. This impression has been engendered to some extent by the

press and by the ideas given in some periodicals. In my opinion, the implement men have no reason to feel ashamed of their calling. No industry, no line of commercial enterprise, has done more for the development of agriculture or the maintenance of agricultural prosperity than the implement wholesalers of the Canadian West—whether representing Canadian or American firms.

Have Financed Farmers

"We have been the men who have supplied the farmers with their implements, which meant so much capital. Without that capital as represented in implement values to finance the farmers in the development of the West, would we have seen the progress we can point to with pride at the present day? And happily those farmers have re-

membered the assistance given them by the implement companies in the early days. They paid their obligations, and as years passed have attained prosperity and have continued their patronage. They have gone ahead and what we have done has in large measure put them upon their feet?

"After the improved conditions during the war years, we have reverted to the same old sorry system. As the years pass we have seen tractor and automobile companies enter the country and sell their product for cash. Too often that product was paid for by money earned by the efficiency of the implements we sold—on long time terms—while we, the sellers of such implements, sat back and waited for the money which was rightly ours.

"We cannot evade the fact; we know that this condition exists; we continue as financial philanthropists, acting as bankers for the agriculturists. We deplore this condition, we talk about it to one another at great length—but what do we do to remedy conditions? Absolutely nothing.

The Factor of Decision

"If, as an individual, I could not say 'yes' or 'no' when I was called upon to make a definite decision, I would consider that I had no right to occupy any position of importance or responsibility, that I had no right to have attained to the position I occupy. I would lack that great quality of decision. What we require in the implement industry at the present time is quick decision and quick action. You gentlemen are the men at the front of the business battle—you are the shock troops on the firing line. Can you not simply say this:

"Let us decide upon this step, and let us abide by the arrangements endorsed." Ask your head offices to endorse that agreement, to give their verdict on your opinion, and I assure you they will back you to the limit.



His Honor Lieut.-Col. H. Cockshutt,
Lieutenant-Governor of Ontario

Long Terms Affect Factories

"You may do a little less business, it is true, but the volume you will enjoy will be much more profitable business, better for your branch houses, and infinitely better for your factories. Volume without profit, and dogged by years of collection expense, is not a safe path to successful merchandising. Personally I am sick and tired of giving implements away on time, and this sales policy makes a system of merchandising which is rapidly becoming an economic impossibility from a financial standpoint. The factory must purchase raw materials, and must finance that purchase on money borrowed at say 6 per cent. Then the labor cost and overhead to turn that material into finished goods must also be financed on borrowed capital, while plant maintenance, new machinery and depreciation must be taken care of. You sell the implements on time, and even although you get 10 per cent. interest on overdue accommodation, I assure you that the factories would far rather see the money.

"Looking back into history, the foolishness of credit business is easily visualized. It might be said that Cain was the first agriculturist, and Abel the first implement dealer, for is it not shown that he sold goods to Cain, and on time at that. And what happened? Is it not recorded that Cain slew Abel when the latter tried to collect for the goods?

"But we go on in the same indefinite way—following an antiquated sales system that we should have long since outgrown. Gentlemen: the time for action is here. Personally I would strongly advocate a 50 per cent. cash payment in connection with implement sales, with the balance on notes collectable on one or two pays at most. Such a policy would eliminate to a great extent the curse and cost of collections. The way that those farmers in the Canadian West are dunned continuously must, to my mind, make them feel ashamed and downhearted. Your work as distributors would be cut in half, and overhead reduced greatly by eliminating a large part of the heavy cost incidental to following up and taking care of long term payments."

Continuing, Lieut.-Governor Cockshutt referred to his early connection with the implement trade in the Canadian West. He first came to Winnipeg in 1886, to try out the first model of the "J. G. C." plows, experimental work being conducted near Brandon. Later he travelled through

Southern Manitoba territory. "In those early days in the industry," said the speaker, "Lyman Jones and Frank Fairchild were the king pins in the Western implement trade. If we sold a volume of \$4,000 or \$5,000 of implements in a year we felt that we had done a good business."

Interesting particulars were given of the struggle, in those early days, to finance the sale of implements, and how his father, the late I. Cockshutt, came to the rescue time and again until at last even he cut off financial supplies. The speaker, as a youth, had to arrange for his financial requirements which needed considerable courage. Those requirements rose from year to year as the territory developed, until at last he had to ask the bankers for \$3,000,000, at which request they nearly died. But the bankers had vision and faith in the West, and a good crop came along which cleared all the indebtedness of the company.

"In those days," said His Honor, "the West was good for the capital invested in it, but unhappily times have changed and the Western end of the business today is the factor which is holding companies down, and making it impossible for them to pay their shareholders fair dividends. Such a condition should not exist."

The Remedy—Shorter Terms

"We can only remedy present conditions by putting the knife in the throat of our trouble—and that is long time terms. You men will benefit personally, the farmer will benefit and will as a result be able to enjoy lower prices for his implements, and the entire industry will benefit by the shortening of terms.

"The interests of Canada is the co-operation of all the different interests. We should have no misunderstandings. We should have a mutual interest in the business of the West the same as the business of the East. We must all stand together as fellow citizens and if we have unity and determination, nothing will prevent us from making good.

"You have behind you the finest country on God's earth, a great unit in an Empire upon which the sun never sets. Even as the sun never sets on the far-flung confines of the British Empire, the day will come when the sun will never set on the lands in which Canadian-made implements are used.

"By the restriction of credit, by the application of the old-time spirit in our business, by arranging as members of a great and

vital industry to shorten your terms of sale, you gentlemen can re-vitalize the implement trade of the Canadian West, place it upon a more stable basis, and at the same time institute a movement which will be of direct benefit to the men to whom you sell—the farmers and retail implement dealers of Western Canada."

Head of Harvester Organization Visited Canadian West

Alexander Legge, president and general manager of the International Harvester Co., Chicago, accompanied by A. E. McKinstry, vice-president, visited the Winnipeg branch of the company on Aug. 20. Accompanied by J. A. Tanner, manager at Winnipeg, they motored to Portage la Prairie, thence to Brandon branch, then north to Rivers, where the train was taken for the Saskatoon branch. At Saskatoon the president was met by J. C. Brosnahan, manager at Brandon; E. B. Gass, Regina branch; Mr. Potter, Saskatoon branch; A. W. Lightbody, Yorkton branch and Paul Lanz, North Battleford branch.

Two days were spent in Saskatchewan territory trying out the new 10-foot tractor power binder manufactured by the company which, operated by a McCormick-Deering 10-20 h.p. tractor demonstrated its wonderful efficiency for the first time in Canadian grain-fields. Proceeding from Saskatoon Messrs Legge and McKinstry drove from Saskatoon to Delisle, thence to Calgary where they met Mr. Spooner, local manager, R. W. Greenway, manager at Lethbridge and V. A. Porter, manager at Edmonton. At that city a stop was made, and trials with another 10 foot binder were made, with equal success. The president left Calgary on the 24th, returning to Chicago via Moose Jaw.

"The only thing to put farming on a financial basis is a change in the farming methods," said Mr. Legge. "Manitoba is going through a transitional period such as has been experienced in the Central States this past fifty years. There must be a change from strictly wheat growing to more diversified farming."

Case Executives Visit Western Canadian Branches

During the latter part of August E. J. Gittins, vice-president of the J. I. Case Threshing Machine Co., Racine, Wis., accompanied by N. J. Rutledge, Canadian sales manager, paid a visit to the Western Canadian

branches of the company at Calgary, Saskatoon, Regina and Winnipeg.

They went fully into conditions with the managers of the company at the above points and were particularly impressed with the fine crops in Alberta and Saskatchewan. They report a good demand for the Case line in both these provinces, business being better than was the case at this season last year.

Commenting on conditions in the manufacturing end of the business Mr. Gittins said that prices in the iron and steel market were stiffening. Higher wages at the steel plants, due to the shorter day being worked will effect the prices quoted. Manufacturers are at present on the market for materials for 1924 trade, and it seemed that there was little hope, from the standpoint of material prices, to look for reduced prices on farm equipment next season.

Mr. Gittins reported that the production and sale of farm machinery in the United States was greater than in 1922. To date the demand for Case machinery was far better than for the corresponding period last year. In the United States the drop in grain values did not effect them to so great an extent as farmers in the corn belt were getting good prices and the men raising cattle and hogs were finding conditions favorable. In the wheat territory conditions were not so good even as in the Canadian West.

He believed that the development of mixed farming, for which much of Manitoba was ideally suited, would yet to a great extent solve the periodic depressions which follow slumps in grain values. With the general production of early maturing corn Manitoba could successfully feed livestock, and mixed farming would in the end lead to better conditions in the machine trade.

Geo. B. Sharpe Dead

George B. Sharpe, advertising manager for the Burroughs Adding Machine Co., Detroit, Mich., died August 10th. He was seized with an attack of acute heart disease while swimming at Algonquin Park, Ontario.

Mr Sharpe for a number of years was advertising manager for the Studebaker Corp., South Bend, Ind., and later for the DeLaval Separator Co., New York. He also served in that capacity with the Cleveland Tractor Co., leaving that concern to go with the Burroughs company. The deceased was one of the most capable men in the advertising field.

"YOU'VE GOT TO TAKE OFF YOUR HAT TO ADVANCE-RUMELY"

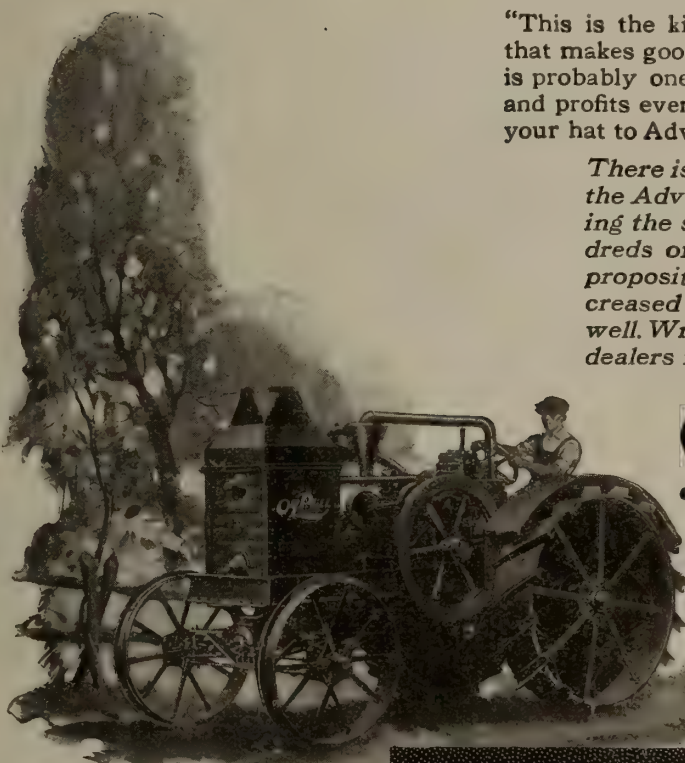
"They make a real tractor that is based on sound principles and that a dealer can sell with pride and assurance—a tractor that does its work, at low cost, with little service, and stands up—a tractor that *sells*."

"But they do not stop there. To make it a real job they conduct what are undoubtedly the most complete and practical Tractor Schools in the world. These schools are open to dealers and farmers. You are taught by practical men and by actual work on the tractor, how it is made, how it operates, how to take down, adjust, repair and replace any part. You learn all about its 'insides' as a doctor learns about the human body. In other words these schools teach you to 'know your tractor' so you know what you are talking about to a prospective purchaser."

"In addition, the Advance-Rumely Thresher Co. backs up the dealer with consistent national advertising in leading farm papers and with a complete system of dealer helps."

"This is the kind of co-operation by the manufacturer that makes good dealers and makes satisfied owners. It is probably one reason why OilPull dealers make sales and profits even in an 'off' season. You've got to take off your hat to Advance-Rumely."

There is a way by which you may attend the Advance-Rumely schools, now entering the sixth year, free of charge. Hundreds of dealers take advantage of this proposition each year. It is a way to increased sales and increased profits, as well. Write us for details and the names of dealers in your section who have used it.



OILPULL

"The Cheapest Farm Power"

ADVANCE-RUMELY
THRESHER CO., Inc.
La Porte :: Indiana



We are pleased to announce the Sixth Annual Advance-Rumely TRACTOR SCHOOLS

Schools will be held in principal sections of the United States. Write for location and dates of school in your territory. Address Advance-Rumely Thresher Co., La Porte, Ind.

With the Manufacturers

The Republic Motor Truck Co., Alma, Mich., organized under New York laws, has been re-organized and will continue the business.

The Norma Co. of America, Long Island City, N. Y., has purchased 18 acres at Glenbrook, Conn., on which it is planned to erect a branch plant.

Woodmanse Mfg. Co., Freeport, Ill., manufacturers of windmills, has completed plans for a factory addition of two stories and basement.

International Harvester Co. has declared the regular quarterly dividend of \$1.75 on the preferred stock, payable Sept. 1, to stock of record Aug. 10.

The Weidely Motors Co. of Indianapolis, Ind., has been placed in charge of William H. Fletcher

as receiver. The company is stated to be solvent, but temporarily embarrassed.

The Rock Island Plow Co., Rock Island, Ill., has advised dealers that its prices on gang, sulky and tractor plows and on tractor disc harrows were advanced September 1.

Sidney Ross of the Hart Grain Weigher Co., Peoria, Wis., reports good business, with numerous orders from Canada and the northwest for weighers and Hart new model feeders.

B. F. Avery & Sons, Louisville, Ky., have adopted the list and discount system of pricing. They have added 33 1/3 per cent. to regular net prices; thereby establishing list prices f.o.b. Louisville, from which a discount of 25 per cent is allowed.

The National Utilities Corporation, Milwaukee, Wis., maker of non-storage water systems, has announced a new type National fresh water unit, backed by many years of designing and experimental work.

Kendall Motor Products Co., Fort Wayne, Ind., has been organized to take over the property, equipment and rights of the Kendall Engineering Co. of that city, and expects to be in operation this fall.

Implement and tractor manufacturers and distributors in Peoria look forward to a fair trade in the fall. They believe that they will do a larger business in tractors and implements than they did a year ago.

The condition of the Worthington Pump & Machinery Corporation, Cudahy, Wis., for the first half of 1923 has been reported as encouraging with a resumption of good business and increased production.

More than 15,000 wall hangers have been mailed to dealers by the Birdsell Mfg. Co., South Bend, Ind., and Toronto, as additional advertising material in the way of tractor and huller sales arguments.

The plant of the Rude Mfg. Co., Liberty, Ind., which recently was placed in the hands of a receiver, is being operated under the receiver's instructions, and producing spreaders to fill orders booked before the receivership.

Hugh McManus, who has been in charge of the Omaha branch of the Associated Mfrs. Co. of Waterloo, for the last eleven years, has been promoted to take charge of general sales at the main office, following the resignation of Will Forbes.

W. A. Thompson has been elected secretary and comptroller of the Allis-Chalmers Mfg. Co., Milwaukee, Wis. He was formerly comptroller of the company and as secretary succeeds the late Henry Woodland.

A special bulletin has been issued by the International Harvester Co., guaranteeing several parts of McCormick-Deering tractors for the life of the tractor. The parts included in the guarantee are the tractor crankshafts and crankshaft ball bearings.

Perkins Corp., Mishawaka, Ind., manufacturers of windmills, stock tanks and accessories, have arranged to move from Mishawaka to 1507 South Olive St., South Bend, Ind. Production will be increased as soon as possible to 20 per cent.

The Smith Grubber Co., La-Crescent, Minn., has incorporated its business with a capital stock

of \$100,000. The company manufactures machines for grubbing stumps and clearing cut-over lands. Frank R. Smith is president.

The McCoy Seat Spring, which is being manufactured and marketed in Canada by Economy Hardware Limited, of Galt, Ont., is having a phenomenal sale, the Company having been behind with their orders ever since the spring was put on the market.

Collins Motor Products, Limited, incorporated under Ontario charter with a capital of \$250,000, have bought a site from the J. C. Wilson Manufacturing Co., Limited, Belleville, Ont. They will manufacture motor bodies for Canadian and export trade.

The plant, patents and goodwill of the Cutaway Harrow Co., Higganum, Conn., part of Bateman & Companies, Inc., has been purchased from the Bateman receivers by Elmer S. Hubbard, A. H. Hubbard and E. R. Austin, who will revive the manufacture of the Cutaway Harrow line.

The Rutledge Engineering Works, West Twenty-first Street, Chicago, Ill., has applied for a patent on a device to prevent tractors from tipping over backward by stopping the motor and thus the drive wheel when the tractor has attained a "tippage" of 25 degrees.

With the establishment of a G.M.C. truck factory at Oshawa the General Motors Corporation has completed its line of factory branches in Canada, with distinct Canadian factories for all its units under the direction of the General Motors Corporation of Canada.

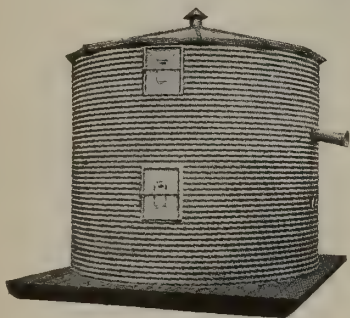
Christian Walter has been elected president of the Wisconsin Automotive Corp., formerly the U.S. Tractor & Machinery Co. Menasha, Wis. Other officers elected are G. D. Harris, vice-president and general manager; A. B. Jensen, treasurer and J. G. Sailer, secretary.

Brooks Steam Motors, Limited, Toronto, are a new organization who plan to begin the manufacture of steam motor cars on a large scale in the near future. They will be sold in three sizes, at an estimated selling cost of \$2,000. A full line of trucks will also be manufactured.

Paul R. Preston, who has been advertising manager for the Rock Island Plow Co., Rock Island, Ill., since 1912, has resigned to join the Ferry-Hanly Co., one of the leading advertising agencies with headquarters in Kansas City and branches in Chicago and New Orleans.

The Fosston Mfg. Co., St. Paul, are presenting to the trade this

"EASTLAKE" Portable Granaries



You get the Granary Business—and hold it—when you sell your customers the

"EASTLAKE"

Corrugated Steel Granary

Strong, Rigid, Durable and Easily Erected

Write for Four-Page Illustrated Circular

The Metallic Roofing Co. of Canada, Limited
797 Notre Dame Avenue (Manufacturers) Winnipeg

Monitor Vaneless, Gearless, Windmills

Are Still in the Lead

Sizes:—10 and 12 ft.

The only Real Vaneless Mill sold in Canada



It has an unbeatable record. Every owner a booster. Not a makeshift, but a real vaneless mill, designed to withstand any cyclone. Removable brass bearings used throughout, surrounded with grease cavities insuring perfect lubrication for months without refilling. Positively governed to take care of itself in any wind. Perfectly designed to last a lifetime.

Efficient on deep or shallow wells, large or small cylinders.

Thousands of Monitor Vaneless Mills are Still in Use Which were Erected 30 or More Years Ago.

We have castings to fit this mill to any tower, three or four-post, or to a mast. Sold through dealers only. Complete stock of mills and repairs carried at Brandon. We also have steel back-gear mills, sizes: 5 ft., 8 ft., 10 ft., and 12 ft.

Our pump, pump-jack and cylinder lines are also highest grade and moderately priced.

Baker Mfg. Co., Evansville, Wis., U.S.A.
Canadian Distributor: P.M. AMES, BRANDON, MAN.

LIVE DEALERS

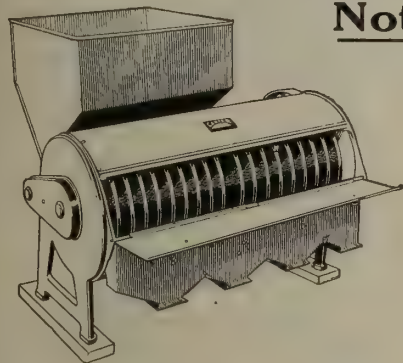
ARE NOW SENDING US THEIR
APPLICATIONS FOR TERRITORY

They will sell the

Carter Disc Separator

The Wonderful Disc Grain Cleaner

Not a Fanning Mill



No Fans or Blowers

No Sieves to Clog

No Vibration

IT CLEANS
GRAIN CLEAN
in One Operation

HUNDREDS of these Machines will be sold this Season
to Farmers. Will YOU be selling them? ACT NOW.



Carter-Mayhew Mfg. Co., Limited
WINNIPEG, MANITOBA

MAX
REGISTERED



Portable Corrugated Steel

Granary

they sell on sight

"Max" Granaries are far ahead of any other Granary on the market—get orders in now, if you would enjoy the extra business these fine Granaries have created. They sell at a moderate price—with a liberal margin of profit. Sizes 850 and 1,000 bushels capacity.

MAX
REGISTERED

Stock Trough and

TANK HEATER



This return flue stock TANK HEATER is a good seller. Built of Heavy Iron, all its seams are welded. Smoke stack and fuel door are at one end of the Heater, allowing cattle ample drinking space. Fuel door is bolted to the body so that it may be easily removed. Write us at once for particulars.

Let Us Hear From You

WESTERN STEEL PRODUCTS LIMITED

WINNIPEG REGINA SASKATOON CALGARY EDMONTON VANCOUVER

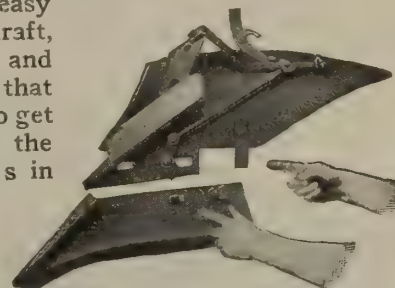


Sell the E-B No. 2 Gang Plow for Hard, Tough Plowing

Here is a plow that will stand up under the hardest service—designed especially for use in Western Canada. Note the strong, clean, trim, efficient lines of this plow—its general sturdiness, ample bracing of beams, simplicity, liberal throat clearance, convenient levers, and perfectly shaped mouldboards and shares.

Equipped with the famous E-B quick-detachable, soft-centre shares, it is but the work of a minute to change shares in the field—done without the use of a wrench. The gang-type trail wheel cannot wind with trash. The 2000-mile E-B magazine axle, furnished with all three wheels, assures light running and the powerful foot lift makes this one of the easiest handled gang plows on the market. Coulter stems are of extra-heavy steel to prevent bending when striking rocks or other obstructions.

The first sulky plow ever made was an E-B—and the No. 2 Gang here illustrated represents the sum total of our years of experience in building fine plows of all types. The No. 2 Gang excels in clean plowing, easy handling, light draft, and durability—and it sells at a price that will enable you to get your share of the plow business in your territory.



All E-B Riding and Tractor Plows are equipped with E-B quick detachable shares—can be put on or taken off in five seconds—no bolts, nuts, or tools.

Sell this heavy-duty horse plow to your trade. Furnished with all styles of bottoms and a 5-horse tandem hitch. For complete information write to the nearest E-B Branch House listed below, or direct to factory headquarters.

**Emerson - Brantingham
Implement Co.**

(Incorporated)

Business Founded 1852

Rockford, Ill., U. S. A.

CANADIAN BRANCHES

Regina, Saskatoon, Winnipeg, Edmonton



year their "New Perfection Shock Loader," which seems to meet with general satisfaction and the company advise that they have been receiving more orders than can be filled by the factory this season.

The New Moline Plow Co., Moline, Ill. has issued for distribution to all of its retail representatives a list of its products priced at retail. The new price list does not supplant its wholesale price list, which will continue to govern sales to dealers. The retail price list, however, will guide dealers in establishing their prices.

A representative of R. A. Smart Ltd., Winnipeg, manufacturers of the Stewart Sheaf Loader, recently visited Kansas territory and investigated the market for this loader. Several loaders have been used in Kansas. The R. A. Smart Co. may locate a branch house at Wichita to take care of trade in Kansas and adjoining states.

The Thexton Machine Works Ltd., 736 Dundas St. E., Toronto, are manufacturing replacement pistons and pins for cars, trucks and tractors. Their plant has a capacity of 125,000 pistons a year.

The Matthews Engineering Co., lighting plant manufacturers at

Sandusky, Ohio, has been placed in the hands of M. C. Cosgray as receiver.

Some 2,110 shares of common stock and 420 shares preferred stock of the La Crosse Plow Co., Lacrosse, Wis., were recently sold by auction to satisfy judgment creditors in the suit of R. Hart-sough and others to recover royalties on the Happy Farmer tractor on a contract. The stock was bid in for the plaintiff at one dollar a share.

R. C. Price, of the Canadian National Carbon Co., recently visited Regina, where he announced that his company will erect a \$50,000 distributing plant next spring. The company is a subsidiary of the Carbide and Carbon corporation with headquarters at New York, and branches at Winnipeg and in the east. Temporary quarters will probably be leased for the winter.

The Twin City Co., Minneapolis, Minn., has recently published a folder in which is told the story of the sale of 52 tractors to one customer. The customer is the Rochelle Canneries, Inc., Rochelle, Ill., reputed to be the world's largest canners of peas. The company farms 6,250 acres.

Winnipeg Wholesale Implement Association Addressed by Head of Cockshutt Organization

The Winnipeg Wholesale Implement Association held their regular monthly meeting in the Marlborough Hotel, Winnipeg, on Thursday, August 23rd. A very large attendance of the membership was present, to which were added the branch managers of the Cockshutt organization, who were in the city attending their annual convention.

His Honor Lieut-Col. Harry Cockshutt, Lieutenant-Governor of Ontario, who was in Winnipeg on business, attended the meeting and gave an excellent address on the importance of the implement trade shortening credits and getting a greater cash payment in connection with machine sales. A complete report of this address appears elsewhere in this issue.

The president, M. J. Carrothers, manager of the Advance-Rumely Thresher Co., was in the chair, and C. H. Whitaker, manager of the Massey-Harris Co., introduced the speaker.

Mr. Whitaker, in a thoughtful talk, expressed the many difficulties which at present beset the implement business. He felt that the long experience of Col. Cockshutt on the manufacturing side of the business would enable him to give sound advice to the members present. Some drastic means was necessary if the business hoped to continue to pay its way, for, as all knew, the past few years had been a steady record of losses. Continual resort to the banks was necessary to finance the business, and an indefinite continuance of this policy was ruinous. His suggestion was that the only solu-

tion to the matter was the shortening of terms of sale, to say a cash payment of 50 per cent. and the balance in one or two payments.

His Honor, Col. Cockshutt thanked the organization for the honor accorded him in electing him an honorary member, and complimented the trade on the live interest taken in their organization.

The branch managers of the Cockshutt organization at Regina, Saskatoon, Calgary and Edmonton reported on conditions in their respective territories, and Messrs. Bunnell and Baker, directors of the company also spoke.

President Carrothers thanked the Lieut-Governor for his address, and a motion by Mr. C. H. Whitaker was adopted that the subject of shortening of credits be the main matter for discussion at the next meeting of the association, which will be held on September 20th.

The following members attended the meeting.

C. H. Whitaker, Massey-Harris Co.; David Drehmer, John Deere Plow Co.; J. P. Minninnick, Cockshutt Plow Co.; M. J. Carrothers, Advance-Rumely Thresher Co.; L. J. Mumford, J. I. Case T. M. Co.; F. J. Weed, De Laval Co., Ltd.; K. N. Forbes, Canadian Fairbanks-Morse Co.; W. N. Robinson, Robinson-Alamo, Ltd.; A. C. Davis, Nichols & Shepard Co.; J. P. Ritchie, John Watson Manfg. Co.; J. C. Menagh, and G. Cross, Cushman Farm Equipment Co.; P. J. Grout, Twin City Separator Co.; A. Prugh, Gray Tractor Co. of Canada; E. E. Lyday, The Maytag Company; O. A. Cohagan and H. P. Smith, The Nor'-West Farmer; A. A. Thomson, Canadian Farm Implements, Secy-Treasurer.

The guests of the association were the following:—From the Cockshutt Plow Company:

His Honor Lieut-Col. Harry Cockshutt, G. S. Harold, W. A. Cockshutt, A. K. Bunnell, George A. Baker, John Adams, T. W. McKee, Thos. Cull, Fred Pickles, A. W. Ellis, C. L. Marks.

For Clean Grain and Top Prices The 40" "BULLDOG" Fanning Mill is the Farmer's Biggest Money-Maker this Fall

Cleans 75 to 80 bushels per hour. The farmer who will buy this machine, and use it, will get 10c to 20c more per bushel for his grain at the elevator—and cleans his crop in record time.



The New Improved 40-Inch BULLDOG with Power Attachment and Wagon Box Elevator

Get the Agency

It will pay you to handle the "Bull Dog" mill. No fanning mill sold equals them in capacity and efficiency for both fall cleaning and seed selection. Five farm sizes; capacities from 25 to 150 bushels per hour. We can ship at once. Send us your orders.

THE TWIN CITY SEPARATOR CO., LTD.
QUELCH ST. WINNIPEG, MAN.



Value Received

That's what dealers and owners all say in reference to the New Racine Thresher line.

Be the dealer in your territory to get "value received" by handling the New Racine line.

It is made in two sizes—for individual and neighborhood work.

Sell the farmer on the idea of saving his crops—threshing when he wants to—no expensive delays waiting for the custom thresher—and no large crews to feed. And then, when his own threshing is done, he can take on the work of his neighbors.

Records show that New Racine threshers operate longer than others and at less cost—with the added saving in grain from careful threshing.

Send for literature.

Belle City Manufacturing Co.
Racine, Wisconsin, U. S. A.

Two sizes—20"x32" for two plow tractors, capacity 40-70 bu. wheat per hour—24"x40" for larger tractors, capacity 50-90 bu. wheat per hour. Both sizes ideal for individual and neighborhood threshing. Threshes any grain.



Factors of Case Leadership

Dealers who handle Case Power Farming Machinery have all these powerful influences working for them:

Reputation. The Company was founded 19 years before Abraham Lincoln became President, and has grown in the esteem of farmers everywhere because of its honest products and honest dealings.

Quality Product. Case tractors, threshers and power farming machinery are noted for their superior qualities of design and construction.

Extensive Line. A line of power farming machinery sufficiently extensive to meet the requirements of every condition in your community.

Large Manufacturing Facilities. Unexcelled facilities for producing in quantity high grade machinery to sell at volume prices.

Large Sales Organization. A large, well organized and efficient sales force that will miss no opportunity to assist our dealers at any time.

Effective Advertising. Forceful sales messages in leading farm journals and other effective advertising to the best farmers in every part of the country.

Well Organized Service Facilities that enable our dealers to keep Case owners well satisfied.

If you are determined to gain leadership in the power farming machinery business in your territory, come in to our organization and take advantage of these opportunities now.

J. I. CASE THRESHING MACHINE CO., DEPT. J44, RACINE, WIS.

FACTORY BRANCHES:—Alberta: Calgary, Edmonton. Manitoba: Winnipeg, Brandon. Saskatchewan: Regina, Saskatoon. Ontario: Toronto.



NOTE—Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.

The Restriction of Credit in the Implement Business

Dealers will note with interest the opinions of the wholesale trade, in Winnipeg and other centres, on the matter of shortening credit terms in the implement business. Back in the days of easy selling, during the war and immediately thereafter, a very large percentage of the business was done, on a cash, or near cash, basis. Time passed, and with the decline in demand due to conditions, the spirit of competition, the urge of volume, has led to a reversion to the old sorry policy of long term sales. It was hoped five years ago that the implement business had gotten away for ever from long term credits, but it is not so.

It cannot be denied that a drastic restriction of credit would be greatly to the benefit of every unit in the implement business—from factory to dealer. The farmer would benefit greatly. Not only would he get out from under the load of too easy buying of implements through long time sales, not only would he be in a better position to buy, but he would, in the end, get a lower price for the implements he requires.

The expenses of keeping up wide-spread collection systems, of paying collectors, and the work in connection with getting in payments, is, in the aggregate, enormous. A reasonable amount of cash at the time of sale would help the implement industry in Canada to more nearly finance itself. Losses incident to credit business would be greatly reduced, and these losses on receivables have a very marked effect upon the selling value of the implements and equipment produced.

Suggestions are made that the terms should be 50 per cent. of the value at time of delivery, with the balance in one or two pays. This would have to be a matter for arrangement, as affecting the different types of machinery.

To solve the problem of eliminating this prehistoric system of selling implements and machinery on long term credits, it would seem that the branches, distributors and jobbers can do little beyond recommending and endorsing such a system. Essentially the terms of sale would have to come as a direct order from the factories, for through no other means could success in shortening credits be assured. If left to the distributors, there is always the possibility of the



Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF
TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS
VEHICLES, ENGINES AND FARM EQUIPMENT.

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CORRESPONDENCE
 Solicited on all matters pertinent to the Tractor, Implement and Power Farm Machinery Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

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WINNIPEG, CANADA, SEPTEMBER, 1923.

chimera of volume clouding judgment, the chance of long sales terms being granted to secure business. But with a direct factory order compelling a certain percentage of cash on delivery the result would be cleaner, better business, and infinitely less worry, for both distributor and dealer.

Due to economic conditions in the past year, especially in Alberta, cash business has ruled to a great extent by virtue of necessity. Why not let that condition prevail in the future? Why not adopt a cast-iron sales plan as regards credits that will, in the end, react profitably for both the vendor and purchaser of farm equipment?

Dealers know to their sorrow the aftermath of credit business. They have complained for years regarding the return of notes taken on time sales. Their business has suffered through credit on long terms, and the dealer should be the last man to complain if shorter terms of sale are inaugurated. Truly, volume may be affected, but to what extent? Is any farmer buying today what he can get along without? Would he buy a much greater volume of machinery if he was granted three years, or more, time to pay it in—with possible extension to

six years? We believe that he would not. The words of one Alberta dealer ring true. He said: "We are cutting down on credits right along the line, and letting the banks do the financing. The time has come when we must finance the farmer only for essential machinery, when he really needs it, and when payment is sure."

For too long the implement industry has tried to fulfill the function of banker to the farmers of the West. Farmers themselves will tell you that too much credit has been their curse. Witness the automobile, oil and tire business. Starting on a sane basis, they have kept closely to a cash policy, with the result that they are in far better position today than the implement business. Why should they get the cash which has often been earned by implements still unpaid for? Conditions in banking today make it evident that industries will find it harder to get accommodation.

Last year 49,097 automobiles and trucks were sold in the Canadian West, and a large percentage of these sales were to farmers. No one has a greater need for a car than the farmer; no one deserves a car to a greater extent. And a motor truck may be a mighty profitable factor in

farming, as has been proven. Yet it is questionable if a similar number of implements of all kinds were sold in Western Canada in 1922, and certainly implement sales did not exceed the value of car sales.

Implements are an essential to modern agriculture, and it is high time that the trade got away from the detriment of long term credits. Let the retail dealers look at the matter from the standpoint of their own experience and they must concede that any sales arrangement which will curtail credit will benefit them. In this movement for shorter terms the dealers can do much by expressing their opinions to the companies which they represent, and under present conditions we are sure that the factories will be only too glad to get away from the problem of carrying millions in receivables annually.

We will be glad to have the views of dealers on the matter of shortening terms—for they are the men in direct contact with the purchaser, the men who will have to drive such a project through to a successful issue.

Getting in the Money

The collection season approaches, and with it the time when dealers often lose their faith in humanity. Granting that sales have been restricted, that farmers have bought sparingly, there are obligations of past years which are still outstanding.

Scrutinizing reports from dealers throughout United States territory, it is particularly noticeable how many men have been selling for cash, or nearly so. Those dealers seem to be of the opinion that the farmer is getting weaned away from the practice of buying implements on time. Despite close terms of sale, many U. S. dealers report greater volume than in 1922, and many sold close to ninety per cent. of their volume on a cash basis.

Collections in most lines throughout the Canadian West are but fair, but with the threshing of the crop dealers will make an effort to clean up the old accounts, at least in part. And it will be a blessing if trade policies are determined which will make 1924 business depend upon a safer, saner basis—short terms and reasonable cash payments. The farmer has operated well-worn machinery for as long as he can, the replacement demand will have to be taken care of. If that demand is sold on a better basis there will be a happier condition when the 1924 collecting system comes along.

Business Changes—Personal Items

Ruttles Garage has commenced in Calgary.

Arthur Minall has opened a harness business at Shoal Lake.

The Ste. Agathe Garage has been sold out to Bernard & Joyal.

Craigs Auto Garage is discontinuing business in Brandon.

E. M. Butts, dealer at Kinistino, has sold out to V. R. Ede.

McDermot's Garage is a new venture at Sturgeon Creek.

The Central Garage of Lacombe, Ltd., was recently incorporated in Lacombe, Alta.

The New Govan Motor Co. have commenced business at Govan.

The Western Foundry Co. has been incorporated at Portage la Prairie.

Independent Oil Ltd. have opened a branch business at Souris.

Jackson Harvesters Limited, has been organized at Saskatoon with a capital of \$20,000.

H. Dugnay, dealer at Ste. Anne, has sold out in that village to Delorme, Rowan and Delorme.

C. Chrisman is reported to have severed his connections with the Queen City Motor Co., Regina.

W. Luchford is now operating a new automobile repair business at Vancouver.

N. Konkin, harness dealer at Stenen, suffered fire loss in his business recently.

The I. J. Ruttle Motor Co., Calgary, has been sold out to Gier & Grasswich.

Steffanson & Instad are a new firm handling cars and farm equipment at Climax.

T. Gregg, garage owner at St. Vital, has sold out to Victor Evanson.

Karl Doclack has commenced in the harness business at Lucky Lake.

A change in partnership is reported in connection with the Romans Machine Co., Moose Jaw.

The Oribo Manufacturing Co., Winnipeg, has changed its name to North-western Metalware Co., Ltd.

George Hartman, of Napanee, Ont., has joined the sales staff of the Advance-Rumely Co. in Ontario territory.

R. D. Warren, J. I. Case dealer at Isabella, reports good business in the tractor and thresher line this season.

Executives of the Ford Motor Co. of Canada, recently held a convention with the Ford sales force in the Lethbridge district.

C. H. Whitaker, manager at Winnipeg, for the Massey-Harris Co., Ltd., recently returned from

a visit to the Yorkton branch of the company.

Hanson Bros., automobile dealers at Bromhead, are said to have closed their business at that point.

The stock and equipment of Howarth & Slack, harness dealers, Alameda, is advertised for sale, according to a commercial report.

Kaufenberg & Co., automobile dealers at Leslie, suffered fire loss in their premises lately. The damage was covered by insurance.

H. A. McIvor, dealer at Beatty, reports fair success in the tractor business this season. Car sales have been fair and his firm have sold nearly thirty cars.

J. A. Tanner, manager of the Winnipeg branch of the International Harvester Co. of Canada, paid a visit to the Saskatoon branch last month.

The stock and fixtures of H. R. Hawkey & Co., who dealt in car and machinery parts in Winnipeg, is advertised for sale by the National Trust Co.

Announcement is made that the machinery and equipment of the Riddel Carriage & Motor Works, Saskatoon, will be sold by tender.

Walters & Sons, Melville, report car business good in that territory, but implement sales had been slow, with the exception of plow lines.

F. J. Weed, manager at Winnipeg for the De Laval Company, will visit the head office of the company in New York during September.

P. J. Grount, manager of the Twin City Separator Co., Winnipeg, recently took a 400 mile motor trip through Minnesota and the Dakotas.

Caron Bros., Inc., have opened a Western Canadian branch of the company at 216 Bannatyne Ave., Winnipeg, with Mr. Urquhart in charge as western manager.

T. R. Mather, dealer at Bulyea, has had a fair business in thresher and tractor sales. Following harvest he expects a great improvement in demand for implements of all kinds.

J. A. Abrams, general manager of the Advance-Rumely Thresher Co., La Porte, Ind., recently visited the Winnipeg branch of the company, proceeding west to the other branches.

J. W. Ackland, president of D. Ackland & Sons, Ltd., Winnipeg, returned early in the month from a two weeks automobile tour through Minnesota and Wisconsin.

G. C. Ludlow, dealer at Balcarres, points out that buggies have been more in use in that district than for years. Implement business has been slow, but should pick up along in fall.

C. D. Gibson, assistant sales manager of the Emerson-Brantingham Implement Co., Rockford, Ill., spent three weeks last month at the branches of his company at Winnipeg and Regina.

H. W. Hutchinson, president and general manager of the Sawyer-Massey Co. Ltd., Hamilton, is at present on a visit to the Western Canadian branches of that company.

Robert Bell, general manager of the Robt. Bell Engine & Threshers Works, Seaforth, Ont., recently returned east after a visit to the company's branches at Winnipeg and Regina.

L. A. Moehring, treasurer of the Gray Tractor Co., Minneapolis, recently spent a few days at the Winnipeg branch of the company, where he went into the business outlook with A. Prugh, branch manager.

L. Wayne Wilson, formerly superintendent of the Hamilton Plow Works branch of the International Harvester Co., has been appointed to an important position with the Studebaker Corporation, at South Bend, Ind.

Sweet & Baxter, auto repair men at New Westminster, have dissolved partnership. R. W. Baxter is now sole proprietor. In the same city Wilson and Watson have started a garage business.

The Warner Hardware & Implement Co., LeRoy, report that tractors have been generally used in that district, but that sales have been slow, the farmers waiting until they see how the crop threshes out.

J. A. McLean, Demaine, states that customers are getting more credit on crop prospects than usual. Large machinery is being purchased, and complete threshing outfits have been going out in satisfactory manner.

C. W. Northcott, sales manager of the Goold Shapley & Muir Co., Brantford, Ont., visited Winnipeg early in the month, proceeding West to his company's branches at Portage la Prairie, Regina and Calgary.

D. N. Jamieson, Western manager of the R. A. Lister Co. of Canada, Winnipeg, is at present at the head office of his company at Hamilton, Ont. Mr. Jamieson visited the Phelps factories at Rock Island, Ill., on his way east.

On August 23 a fire that started in the implement warehouse

and garage of the Olafsson Company, at Leslie, wiped out the business section of that village. The garage was completely destroyed, also a large new stock of farm implements. Peterson's harness shop was also wiped out.

We regret to note that H. F. Anderson, manager of the Winnipeg branch of the Emerson-Brantingham Implement Company is confined to his home with bronchial trouble. Mr. Anderson has been in poor health of late, and we hope for his speedy recovery.

W. E. McFarland, secretary of the Crescent Forge & Shovel Co., Havana, Ill., recently spent a few days with the West Canadian distributors of the company, D. Ackland & Son, Ltd., Winnipeg. Mr. McFarland points out that iron and steel prices are stiffening, and that in the production of plow shares and other parts, prices may have to be higher for 1924 business.

Cockshutt Western Managers Met in Winnipeg

Arriving in Winnipeg on August 23rd, His Honor, Lieut-Col. H. Cockshutt, Lieut-Governor of Ontario, met the Western branch managers of the Cockshutt Plow Co. in the Winnipeg offices on Princess Street.

A series of get-together sessions were held during the three days Col. Cockshutt spent in Winnipeg, and the heads of the firm in the West, along with department managers, conferred with him on the trade outlook in Western Canada, while plans were made for future business. It is intimated that much attention was given to the matter of the shortening of credits in connection with the sale of the Cockshutt line.

Col. Cockshutt was accompanied to Winnipeg by A. K. Bunnell, Brantford, second vice-president, and George A. Baker, director. A meeting of the directorate was held on August 24th. On the evening of that date the directors entertained the western managers and department heads at the Winnipeg offices to a luncheon in the Royal Alexandra Hotel. The following western managers participated in the convention: J. P. Minhinick, Winnipeg; Geo. S. Harold, Regina; John Adams, Saskatoon; T. W. McKee, Calgary and W. Ashton Cockshutt, Edmonton branch. The western managers were optimistic regarding the outlook for business in the prairie provinces. His Honor Col. Cockshutt returned east on August 25th.

Aspinwall Lines Sold Out

The line of Aspinwall potato planters, formerly manufactured at Jackson, Mich., by the Aspinwall Mfg. Co., including patterns, patents and repairs, has been sold to the John A. Watson Co., Houlton, Maine. The sale includes the planter stock, repairs and equipment in the Aspinwall factory at Guelph, Ont.

It is also reported that the McKenzie Mfg. Co., LaCrosse, Wis., has purchased the sprayer and digger divisions of the Aspinwall Mfg. Co. The purchase includes patterns, stock of repairs and some materials, but does not include the Aspinwall factory at Jackson. It is believed that the McKenzie Mfg. Co. will continue

the manufacture of Aspinwall sprayers and probably also Aspinwall potato diggers, and will furnish repairs for these lines.

Develop New Grain Cleaner

H. C. Wallace, manager of the Link Manufacturing Co., Kansas City, Fargo, N. D. and Portage la Prairie, advises us that his company are now building a grain cleaner which removes weeds, seeds, shrivelled grain, etc., from wheat and oats while elevating the grain. He states that the new device is used in connection with the "Liberty" grain blower, and it is stated that it often raises the grade of the grain several cents per bushel. The new grain cleaner does its work while the grain is

being elevated so that there is no need of extra handling. It has recently been patented in the Dominion, and the manufacturers believe that it will revolutionize the handling of grain and prove of immense value to the farmer.

A. & T. Sales Manager in Western Canada

M. E. Miller, general sales manager of the Aultman & Taylor Machinery Co., Mansfield, Ohio, spent the month of August at the Portage la Prairie branch of the company. He went thoroughly into conditions with J. A. Christiansen, branch manager. Mr. Miller reports conditions greatly improved in connection with their line, and anticipated that this season they will sell a large part of their separator production in Western Canada. The company are now active in making preparations for their 1924 production.

Avery Executive in West

E. M. Voorhees, asst.-secretary and manager of Foreign Sales for the Avery Co., Peoria, Ill., passed through Winnipeg on his way to Regina, to inspect conditions in Saskatchewan. Mr. Voorhees has been with the Avery Co., for 32 years. He reports conditions to be coming along satisfactorily in the United States. Manufacturers there who have been dependent entirely on certain lines of products have resorted to building additional lines or concentrating more effort on particular lines, which has resulted in keeping the volume of sales well up.

Twine Sales Show Improvement

Reports from Regina show that with the sole exception of 1915 the sales of binder twine in Saskatchewan have been the heaviest in the history of the province and far ahead of 1922. One firm is stated to have sold over six million pounds from the Regina branch alone. Saskatchewan will probably use between 50 and 60 million pounds of twine this year, which even at the lower price will

average a value from six to eight million dollars. Dealers in Saskatchewan also report a heavier demand for binders.

Officials of various companies believed sales of threshing outfits would become heavier later in the season, and that the year's sales would finally equal, if not surpass, those of 1922.

Grain Cleaner Company Change Location

The Carter-Mayhew Manufacturing Co., 230 Princess St., Winnipeg, have changed their office location. They now occupy the office building and warehouse on Henry Ave., which formerly belonged to the Petrie Manufacturing Co. The Carter-Mayhew organization manufacture the Carter disc separator for grain cleaning adaptable for use on the farm, and also a type for use on the threshing machine.

Dealers Busy in Weyburn Territory

Implement dealers in Weyburn report that so far this season farmers in that territory have purchased machinery to the approximate value of \$200,000. This is a great increase as compared with the past two or three years, and dealers in Weyburn state that there has been a large increase in the amount of cash sales and cash received at time of purchase.

There has been a big sale in tractors and separators. Among the chief sales has been the following: 56 engines, mostly tractors; 30 separators, 10 trucks, 62 binders, 56 plows, and 32 drills.

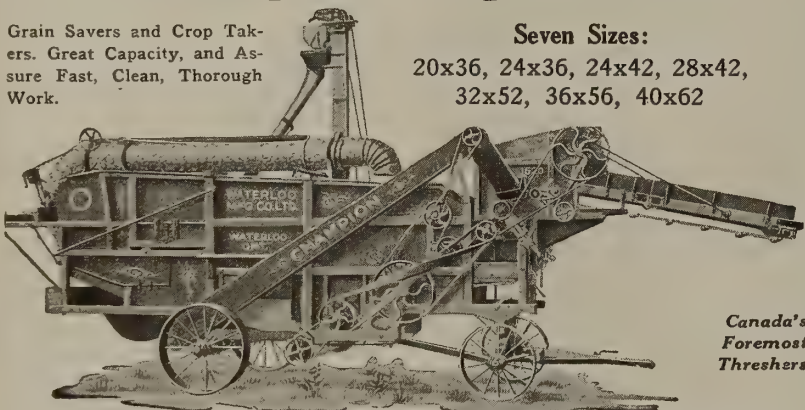
Hart-Parr Executives Visit Saskatchewan Branch

A. H. Witt, secretary-treasurer, and L. H. Bloom, sales manager of the Hart-Parr Co., Charles City, Iowa, recently spent a few days with J. P. Gregg, Western Canadian manager of the company at the Regina offices. This was the first visit of Mr. Witt to the Canadian West. He was very favorably impressed with the size of the fine grain fields in the prairie provinces, and saw every sign of returning prosperity for this territory.

Both visitors believed that conditions in Saskatchewan were much better than in most sections of the U. S. Wheat belt, where to some extent crops had slumped off. Business at the Regina office of the company has been very satisfactory, and Manager Gregg looks for at least an average year's volume in tractor sales for his company in Saskatchewan territory.

Prospects Have Ripened with the Crop Live Dealers will Reap Fall Sales of "WATERLOO" Champion Separators

Grain Savers and Crop Takers. Great Capacity, and Assure Fast, Clean, Thorough Work.



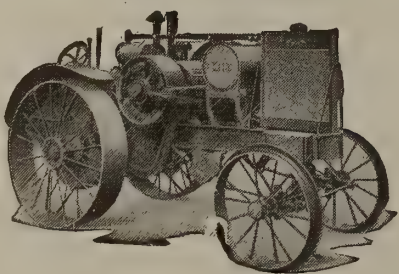
Canada's Foremost Threshers

In every tractor owner you have a prospect for the size Waterloo Champion to suit his power. The reputation of this threshers for good work makes sales easy, and reduces sales resistance. Built for Western conditions, they are reasonably priced and guaranteed to give years of dependable service. Equipped complete with wind stacker, feeder, wagon loader, register and cross-conveyor if desired.

"EAGLE" Tractors 12-22 and 16-30 H.P.

Simple - - Strong
Low in Price

Smooth, steady, flexible power for threshing, and the most economical outfit your prospects can own for fall plowing. Handle "Eagle" and your profits are not swamped by service demands. Heavy-duty twin-cyl. valve-in-head motors; 12-22 is 7x8"; 16-30 is 8x8". Use gasoline or kerosene. Hyatt equipped. Enclosed gearing; auto steering. Show your customers "Eagle" quality.



HEIDER TRACTORS 9-16, 12-20, 12-24 H.P.

No better tractors built for all haulage and belt demands. No gears to strip. 7 speeds forward and reverse, all with one lever, on one motor speed. Get our prices and sales offer.

Exceptionally
Attractive Discounts



We also manufacture Waterloo Steam Engines in 16, 18, 22 and 25 h.p. sizes. Light in weight; economical to operate. Ask for details of our Rock Island Tractor Plows and Tractor Discs.

WATERLOO Mfg. Co. Ltd., Portage La Prairie
Winnipeg - Regina - Saskatoon

**Elevates
Cleans
Grades
Grain
Takes Out
Dust-
Smut-
Rust**

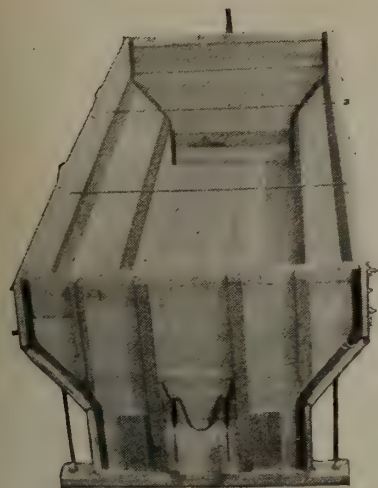
**LIBERTY
GRAIN
BLOWER**

Air blast fills bins or cars in one operation. No inside shoveling. One man can operate to capacity of 2,000 to 4,000 bushels per day. Price about half of old style elevators. Pays for itself. New Folder Free to grain growers and buyers.

LINK MFG. CO.,
Dept. F.
Portage La Prairie, Man.

JOHN DEERE GRAIN TANKS

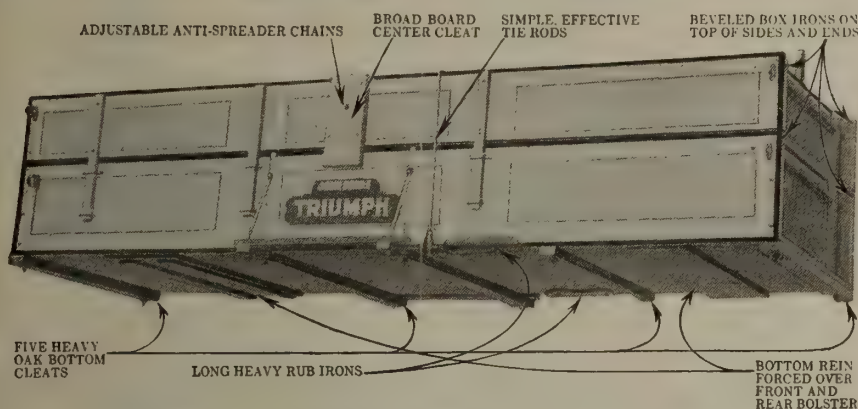
They're the best you can buy---



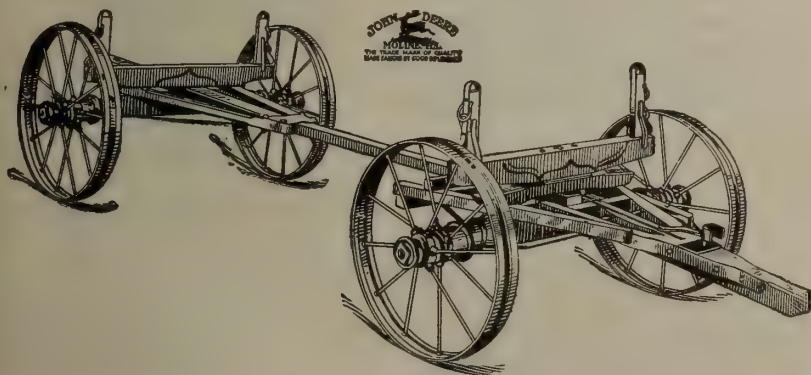
Most ordinary wagon boxes are too small for anything like a large haulage. This steel frame Grain Tank (as illustrated herewith) is built in 125 and 150 bushel sizes. They are priced very moderately, and those farmers already using them praise their efficiency. Each side consists of three wide boards, the spaces between which are covered by four close fitting steel strips 5 feet wide (2 on each side) running from end to end of the tank and securely riveted, making a strong, close fitting and grain tight job. Steel plates which run the full length of the box and braced by five steel ribs constitute a very strong backbone for this tank. This tank is absolutely grain tight. Write to us for complete details.

Here's a "TRIUMPH" WAGON BOX

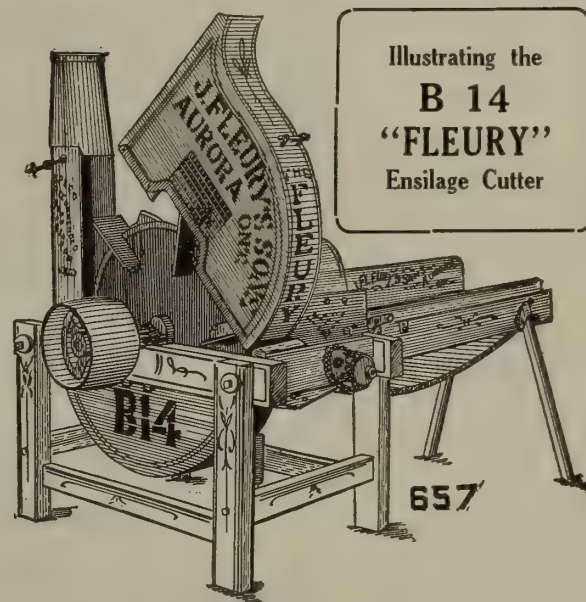
28 ins. deep, 10 ft. 6 ins. long.



This is a very clear illustration of the John Deere "Triumph" Wagon Box. Its parts are so clearly explained that it hardly needs additional explanation. It has Hardwood cross cleats at bottom and detachable tie rods—this will give you an idea of its great strength. Write us for additional details and price.



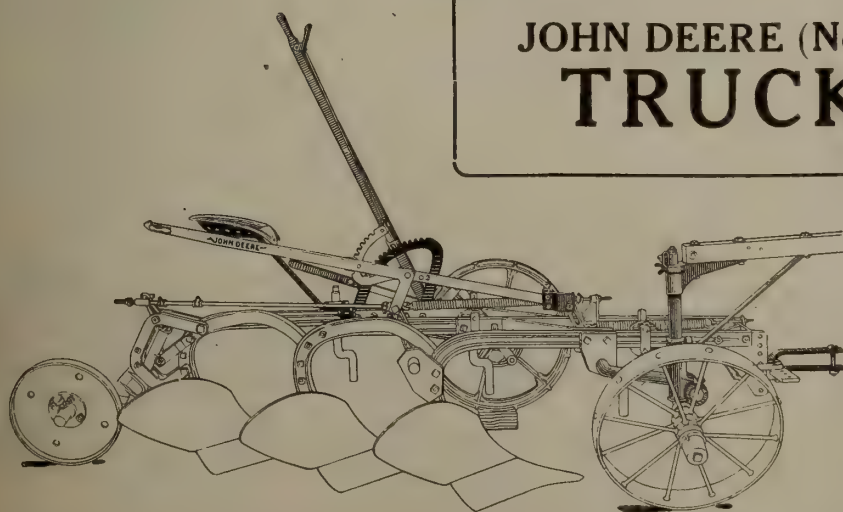
For large capacity and speed use a-- "FLEURY" Ensilage Cutter



This "FLEURY" ENSILAGE CUTTER

No. B. 7. Blower with twelve inch mouth (used with an 8 or 12 h.p. Engine) is a handy size for a small farm. The material when cut is delivered by pipe to any required point. No. B. 14—has 14 inch mouth and is a real economical size for large silo or for filling a line of silos.

JOHN DEERE (No. 250) TRUCKS



Seldom do you find such extra fine workmanship as that found in these JOHN DEERE TRUCKS. They are built like wagons for sturdiness and strength. These are the best value in trucks on the market, and they carry the JOHN DEERE guarantee.

JOHN DEERE - No. 5 3-Bottom PLOW for Horse Use

Farmers owning a 3 Bottom Plow can procure the necessary parts to make the change to horse Plow. With this new horse hitch the No. 5 becomes a horse plow doing the same work that made the No. 5 famous in the field of power farming. Send for our special literature about this.

JOHN DEERE PLOW CO. LTD.
 WINNIPEG REGINA SASKATOON CALGARY
 EDMONTON LETHBRIDGE

International Try Out New 10-Foot Binder

During the recent visit of President Alex. Legge, of the International Harvester Co., to the Saskatoon branch, thorough trials were held of the new International 10-foot binder with power drive attachment. Over 500 of these binders have already been sold in the United States, but so far only two have been sent to Western Canada for trials.

Members of the International organization report that the trials at Saskatoon show that this binder gives wonderful results in our prairie grain fields. In a heavy crop it will cut 40 acres a day with no trouble, handling the load at 47 sheaves a minute.

The development of special machines for tractor use has led to the means of transmitting power direct from the tractor to the machine it operates. In the McCormick-Deering 10-20 or 15-30 h. p. tractors the binder can be operated directly from the tractor instead of from the bull gears. Steady and positive operation is given with no danger of slippage in wet or rough ground.

There is a power take-off from gear nest which actuates a tumbling shaft connected to the elevating and cutting mechanism. This drive is provided with a slip clutch which can be set to suit the load so that should the binder cut more grain

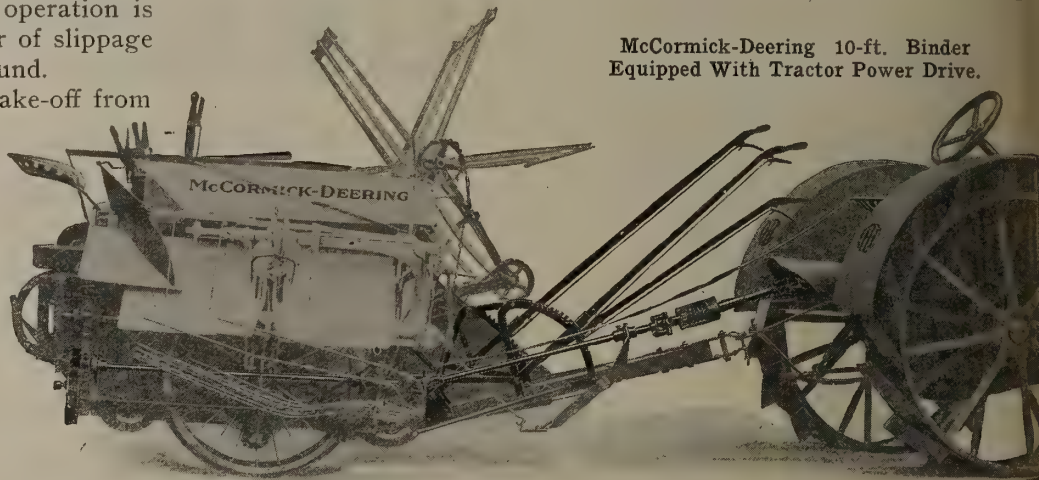
than it can clear at a given speed, the tractor can be stopped while the elevating, knotting and discharging mechanism continue to operate until the load is cleared.

Running in a field that gave three miles to the round, the McCormick-Deering 10-20 h. p. tractor and binder outfit cut as much grain as three ordinary binders would handle under average conditions. In very heavy crop it cut a full ten-foot swath with no trouble, while with horse-drawn binders only about five feet could be cut. The binder is carried on the main and grain wheels, but the main wheel does not drive the binder mechanism, so that the

weight of the usual drive parts can be dispensed with. The direct and positive drive given by this 10-foot tractor-driven binder prevented slippage and choking, where conditions were bad, and the spectators report that it cuts the grain very clean. The direct transmission of power to

as durable as a solid wheel is the result. Should a shipper rod fail in a storm, the wind holds the stops against the sections and parallel to the wind.

The wheel shaft in Monitor Mills turns in Tobin bronze bearings, and pressure grease cups are used on all principal bearings.



McCormick-Deering 10-ft. Binder Equipped With Tractor Power Drive.

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2½ qt. bags.

Write for Dealers terms and prices. Strictly wholesale.

North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0
Square Head

Show this Record to Farmers

A farmer near Manitou bought a 6-Shoe Emerson Wild Oat Separator last week. He reports as follows:—"I have just cleaned my crop of wheat with the EMERSON KICKER, and as a result raised its value by two grades. It made—

**A
Difference
of 18 Cents
a Bushel."**

**Emerson
3 or 6-Shoe
WILD OAT SEPARATORS
WILL DO IT!**



3-SHOE
6-SHOE

MR. DEALER: Are you selling this machine? It handles 50 bushels an hour. Three sizes—the seed tester, 3-shoe and 6-shoe—Baggers for all sizes. Takes every kernel of wild or tame oats out of wheat or rye—and saves ALL THE WHEAT. We can ship you at once. Send your orders to the

EMERSON MANUFACTURING CO., LTD.
1425 WHYTE AVENUE - - WINNIPEG, MANITOBA

the cutting and binding mechanism saves the power usually lost when the wheels slip. There is a saving in power and in fuel, and the steady flow of power allows the cutting of a far wider swath than the ordinary binder can handle. In varying crop conditions one man can cut from a fourth to two-thirds more than the ordinary horse-drawn binder. This new invention obviates the lost power which is always a feature in driving from the bull wheel, and eliminates the necessity of placing a special engine on the binder when the condition of the grain was such that the load was too heavy for the horses. For handling large acreages, or for cutting levelled and tangled and sodden crops, this 10-foot binder should prove popular.

"Monitor" Windmill Design

P. M. Ames, Brandon, Canadian distributor for the Baker Manfg. Co., Evansville, Wis., reports that their sales in Western Canada to date are 30 per cent. ahead of the corresponding period last year in all lines. The company look ahead to good business for the balance of the year.

This company have been manufacturing vaneless, wood-wheel windmills for over forty years. At present they specialize in the production of the Monitor vaneless mills in 10 and 12 foot sizes, a make which gives constant pumping at a steady speed. The stops in the sections of this mill are placed on the sections themselves—not at the centre of the wheel—so as to limit their motion into the wind. Springs hold the sections against these stops, thus eliminating needless movement, rattle and wear. A folding wheel

The pitman stands above the wrist pin, and does not hang from it. In this position it starts the column of water slowly and reduces strain and friction of the pumping parts.

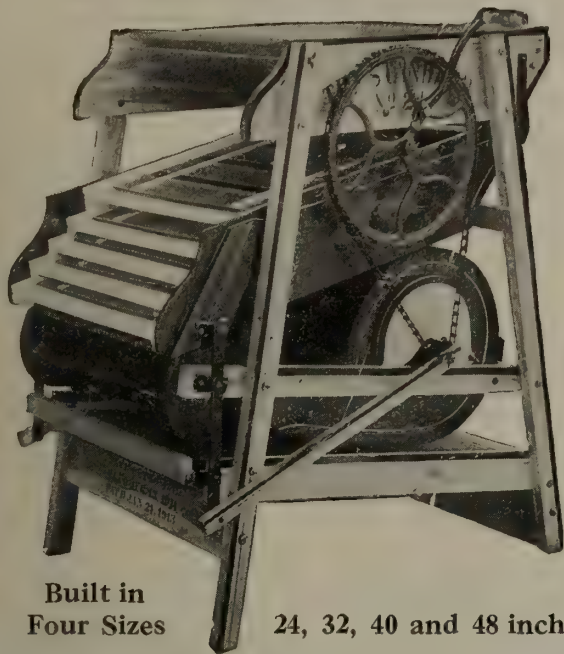
Galvanized angle steel arms are used to obviate the swelling or shrinkage found with wooden spokes, and the arms are braced by steel rods set into the wide wheel hub. Sheet guards are fitted to protect all shipper parts. The frame work in this mill is light, strong, rigid and is stated to give great durability.

The only wood parts used in this mill are the wood sections, made of select cypress. These sections are finely painted and soaked and are weather proof. The 10-ft. vaneless Monitor Mill fits on the same towers as the 8-ft. steel mill, style K, and the 12-ft. vaneless mill fits the same tower as the 12-ft. steel mill made by the company. In the 10-ft. mill strokes of 4½, 6 and 8 inches are provided, and in the 12-ft. mill 6, 8 and 10 inches.

The Baker Mfg. Co. also draw attention to their new Monitor pumps, with three stroke adjustment. This force pump is fitted with a Bibb spout, or other outlet spouts can be fitted. The long stroke push bar allows maximum stroke of 11 inches on a windmill or pump jack. The company also manufacture Monitor pump jacks in three sizes—5, 7½ and 10 inch, designed to operate ordinary well pump standards by belt power. In the double gearing system on this jack, there are two bearings for the pulley shaft so that misalignment is impossible. Monitor jacks are furnished with three sizes of pulleys to meet different conditions.

"STANDARD" FANNING MILLS

Clean the Crop—Reducing the Dockage—Raise the Grade and Also the Price



Built in
Four Sizes

24, 32, 40 and 48 inch

"Standard" Mills are guaranteed to perfectly separate Wild and Tame Oats from Wheat and Barley. Also clean and grade Wheat, Oats, Barley, Flax, Rye, Timothy, Alfalfa and all grass seeds. They clean and grade more wheat in an hour than any other fanning mill made, and DO IT TWICE AS WELL.

The "Standard" is an all-purpose, large capacity machine which is meeting the requirements of the most particular farmer and seedsman.

DEALERS:—Don't forget to write for our special Fall terms. The Dealer who gets the "Standard" Agency, gets the Mill business. Manufactured by

THE STANDARD FANNING MILL CO.

WINNIPEG - - - MAN.

**The Full Power
of the Columbia
"Hot Shot" is
Available for
Instant Starting
at All Times**



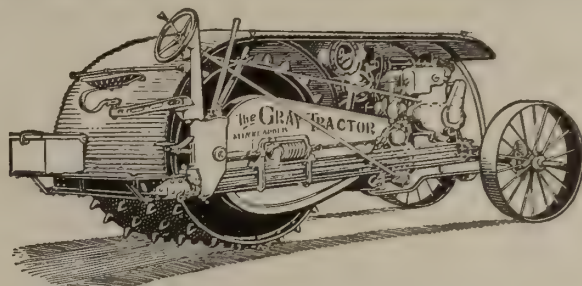
THE steel case of the Columbia "Hot Shot" is absolutely water-proof. It is a Battery of extra long life. It is not affected by cold. No fussing. Connect the two wires from your ignition to the two terminals of the single, solid package and no further attention is required. It is the most economical battery for the ignition of tractors or gas engines.

CANADIAN NATIONAL CARBON
COMPANY, LIMITED

Montreal Toronto Winnipeg

**Columbia
Dry Batteries**
—they last longer

Columbia Dry Batteries for all purposes are for sale by implement dealers; electricians; hardware and auto accessory shops; garages; general stores.



"GRAY"

All round superiority

The work of the Wide Drive Drum "Gray" Tractor is always praised. Owners all say they can use the "Gray" when conditions make other tractors quit.

The "Gray" is unsurpassed for economy of operation—just the right size for average work and conditions. Absence of differential and bevel gears gives a direct drive without loss of power.

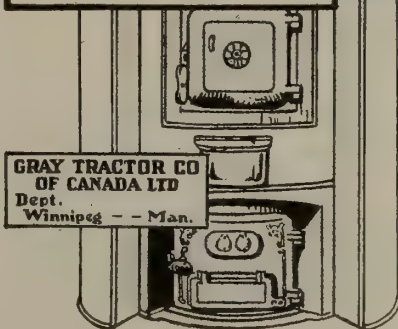
One "Gray" sells another. Any dealer will do well to investigate its merits. Ask us about the all round superiority of the 22-40 Gray Canadian Special.

Gilson Farm Equipment

is a Reliable Line to Handle

Gilson Pipeless Furnace!

Here is a line that will give you good profits during the fall and winter season. A model to meet every requirement. Write for particulars.

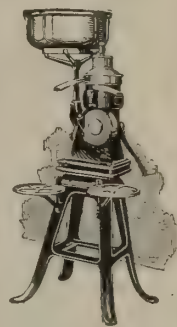


GRAY TRACTOR CO
OF CANADA LTD
Dept.
Winnipeg - - Man.

GILSON

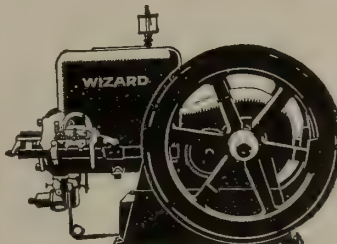
Cream Separator

150, 300, 450, 600 and 900 lb. sizes. Can be used for hand or motor drive. Skims a thin or rich cream as desired, and takes out all the butter fat. Interchangeable discs; self-balancing bowl. Straight and spiral type gears make easy running. Easy to clean.



Gilson Wizard Engines

High-class design and construction. Develops power well above rating. Throttle governed with built-in oscillating magneto. Smooth running on either gasoline or kerosene. Recommend themselves and fully guaranteed.



Also GILSON Ensilage Cutters, Furnaces
and Barn Equipment

Write for Full Information

THE GRAY TRACTOR CO. of CANADA
LIMITED

298 ROSS AVENUE - WINNIPEG

Elimination of Fence Sizes

The U. S. Dept. of Commerce, in conjunction with the National Fence Manufacturers' Institute, Pittsburg, Pa., recently held a simplification meeting at which 483 needless sizes of fencing were eliminated. There were 552 styles of fencing manufactured. It was agreed that the manufacture of sizes to be eliminated should be stopped September 1st.

According to available figures the elimination leaves 69 standard sizes of fencing in the program of manufacture by the members of the fencing association. Dealers are expected to voice their

approval of the elimination of these many sizes, as it will make necessary the stocking of fewer styles of fencing, accelerating turnover.

Every effort will be made by the manufacturers to clear present stocks of the eliminated sizes by Jan. 1, 1924.

U. S. Implement Exports

Implement exports from the United States in June, 1923, amounted to \$4,202,299, as compared with \$5,019,875 in May, 1923, and \$1,962,834 in June, 1922. The largest decrease, as compared with the preceding month, was in

exports of harvesters and reapers. The total implement value exported for the 12 months ending June 30, 1923, was \$37,738,458—double the exports for the corresponding 12 months in 1921-22.

In June, 1923, shipments of tractors were as follows: Garden tractors, 19, valued at \$2,822; wheel tractors, 1,420, valued at \$703,538; and track-laying tractors, 62, valued at \$103,479. Exports of threshers increased from 867, valued at \$426,525, in May to 1,041, valued at \$1,036,761, in June.

Carload of Plants for Western Canada

On this page we show a photograph of the first carload of Caron light, water and power plants shipped by Caron Brothers, Inc., Montreal, to the Winnipeg branch

them develop sales in the prairie provinces.

U. S. Tractor Co. Accepts Wheat in Part Payment

Effective August 18, the western tractor division of the Allis-Chalmers Mfg. Co., Milwaukee, Wis., issued contract forms embodying a provision whereby wheat at \$1.00 per bushel will be accepted from farmers at that time in part payment on Allis-Chalmers tractors. The grain must be free from encumbrance and will be accepted in 500 bushel lots as part payment on 15-25 tractors and 800 bushels on 20-35 h.p. tractors. The plan, as outlined, says in part:

"We will accept storage receipts of No. 1 dark hard wheat this year's crop, allowing the purchaser of an Allis-Chalmers 15-25

SPEED WAGON



Open Cab Express with Stock Rack

Motorizing the Rural Community

SPEED WAGONS dot the countryside. On all roads and in all weathers they act the part of tireless, faithful workers.

For the carrying capacity of the Mighty Speed Wagon is accurately gauged to the average farm load,—2500 pounds. Big enough to save double trips; small enough to always get through without faltering.

Engine dependability,—a vital necessity in the farm truck,—is generously embodied in the Speed Wagon motor.

For it's super-powerful and remarkably simple. Valve placement provides for large ports and complete water jacketing; reciprocating parts are built to withstand excessive strains; sturdy axles; vital parts 50% oversize; smooth transmission with large faced gears, silently operating; lubrication system absolutely sure; every part readily accessible for adjustment.

Designed and manufactured completely in the Big Reo Shops,—not assembled.

Twelve standard bodies. Capacity 500 to 2500 pounds. More than 75,000 in service today.



REO MOTOR CAR COMPANY
of Canada, Limited
WINDSOR, ONTARIO



Caron Lighting Plants Ready for Shipment to West.

of the company. Maurice P. Shea, sales manager of the company, states that these plants, shown ready for shipment, are already sold to dealers in Manitoba, Saskatchewan and Alberta. Mr. Shea advises us that the outlook for the sale of their plants in western territory is very encouraging and already the company have a strong dealer organization helping

or 20-35 tractor one (\$1.00) dollar per bushel at the elevator for same. On lower grades, we will allow 10 per cent. above the prevailing market price at the time of surrender of the storage receipt."

Remember that all dividends are not payable in cash—Satisfaction, Good Will and Happiness are real assets.

DEALERS:—By equipping your Engines and Tractors with "BERNARD" Friction Pulleys, you will give to your customers better value and more satisfaction for less money, and increase your profits.

The "BERNARD" Friction Pulleys are recognized as the best, the most durable, the most simple and easy to operate.

ASK FOR OUR CATALOGUES

We manufacture Friction Pulleys for all purposes—Gasoline Engines, Tractors, Line-shaft, etc.

A. BERNARD INDUSTRIAL CO.

OFFICE AND WORKS, FORTIERVILLE, QUE.

Largest Manufacturers of Friction Pulleys in Canada.

The Right Pulley for Gasoline Engines, and Made in Canada.

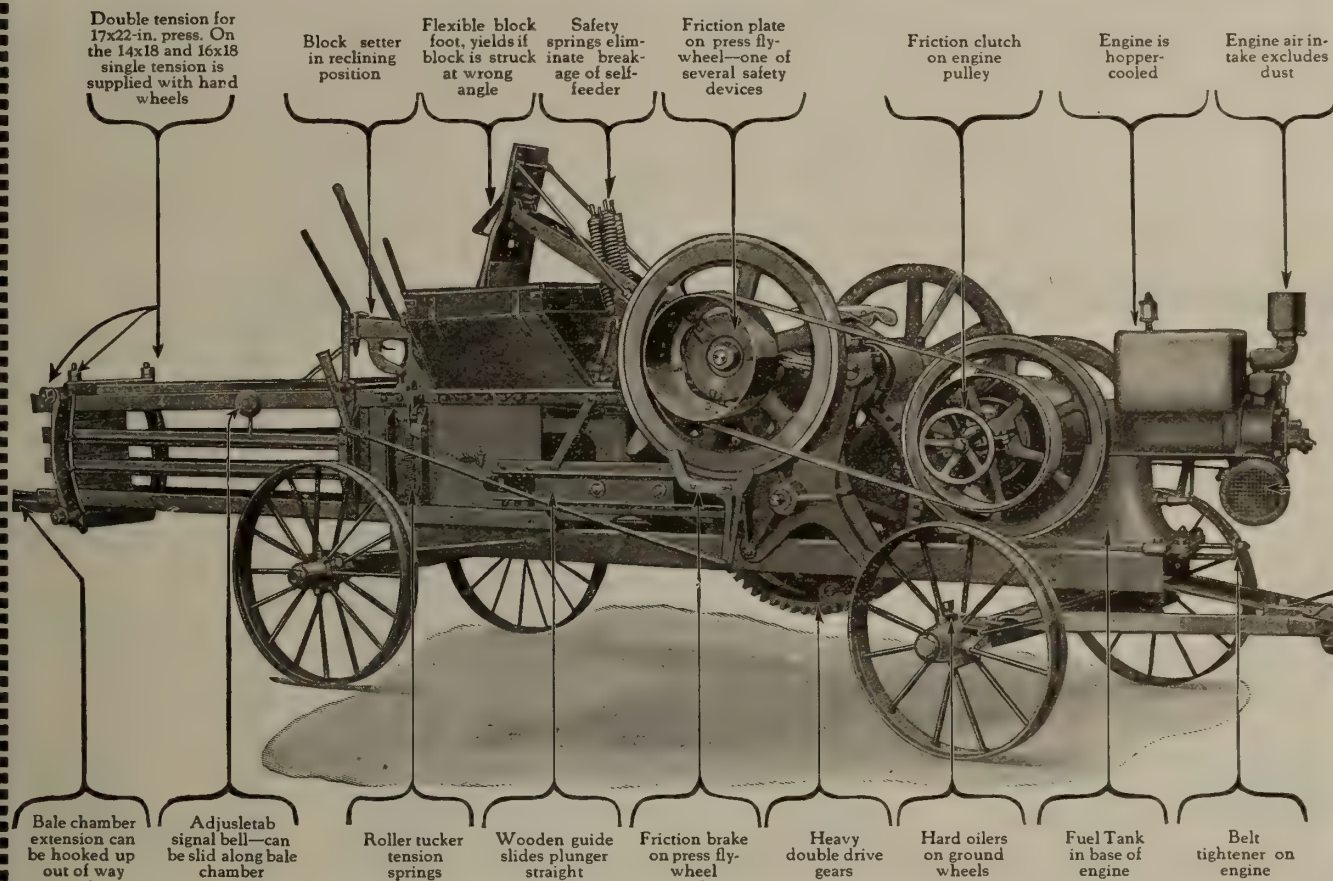


"BERNARD" Friction Pulley for Gasoline or Oil Engines.

McCormick-Deering Hay Presses

[THREE TYPES: MOTOR, POWER and HORSE]

Ideal for Individual or Custom Baling



YOU have *Six Convincing Sales Points* in your favor when you sell hay presses to your farmer friends.

First, baled hay brings better prices than loose hay. Second, baled hay occupies one-fifth the space of loose hay. Third, baled hay is more convenient to feed, handle, and transport than loose hay. Fourth, baling insures the retention of a larger portion of nutrients. Fifth, baled hay can be more easily protected than loose hay. Sixth, bal-

ing is a profitable business with *McCormick-Deering* hay presses because they compound the power enormously, get more efficiency out of the horses and men, and require the minimum of mechanical attention.

Think over these six points—Study the chart above—then go out and tell your prospects about the good *McCormick-Deering* hay presses you sell. Advertise—canvas—sell! Hay Press business brings in attractive profits.

INTERNATIONAL HARVESTER COMPANY

Hamilton

of Canada, Ltd.

Canada

Grain Cleaning Equipment Pays Farmer

By A. A. Thomson

Millions of bushels of wheat and other grains are being hauled into the elevators throughout the Canadian West, and thousands of farmers accept the verdict on the market value of their grain. Wheat is being sold uncleaned—filthy with impurities—and its growers are losing tens of thousands of dollars through marketing their grain in a condition which only assures reduced revenue for their season's labor. The demand for fanning mills and grain cleaning equipment has not been what it should for this season of the year—yet no machine pays for its investment in less time than the efficient fanning mill or grain cleaner.

The board of grain commis-

sioners held a special session in Winnipeg during the closing days of August, and representations were made to the board by the organized farmers of Manitoba that all country elevators should be required to install grain cleaning apparatus so as to save the farmers paying freight on the screenings from the point of shipment to the Lake-head. While the elevator interests have, at many points, installed elevator cleaners, they naturally claim that the expense of installing such equipment involves heavy expense—which, be it said, is not their only reason for objection.

Grain Enquiry an Object Lesson

In the opinion of the writer, after the evidence submitted at

the Western enquiry into the matter of grain buying, one would think that this year should have shown an unparalleled demand for fanning mills and grain cleaning equipment. But farmers still continue to sell their crops uncleaned—and now propose to let the elevators do the cleaning for them—at one cent a bushel—they to haul the screenings back to the farm, or, as will happen in many cases, leave them as a free gift to the elevator company.

Does it pay the farmer to own an efficient fanning mill or grain separator? The quotations on cash grains at time of closing the future market today ran from 115 $\frac{7}{8}$ for No. 1 northern, to 94 $\frac{7}{8}$ for No. 4. No. 6 rusted was 68 $\frac{7}{8}$ and feed 58 $\frac{7}{8}$. Yesterday 174 cars of grain—new wheat—were inspected in this city. Only

one car graded No. 2; 24 cars No. 3; feed 16 cars; 39 cars No. 4 special rusted; 35 cars No. 5 special rusted, and so on.

They Have "No Time"

As dealers know, when they talk fanning mills to farmers they are often met with the statement: "I have no time to clean my grain before selling it." The farmer invests labor and time in seeding and harvesting his grain, then sells it in a filthy condition that foredooms it to a lower value than it would have if even once run through a grain cleaner. One run through would make a difference of at least one grade—but he has "no time." Why?

The farmer argues that the bank, the implement men, the storekeeper—oh, a whole army, are sitting on his door-step waiting for their money. He must sell to satisfy them—he has "no time" for cleaning the grain for market. We ask if any of those creditors of the farmer would object to a delay of three or four days while he cleaned his product, when, as a result, he would get possibly 10, 15 or 18 cents more a bushel for what he has to sell.

A good fanning mill of say, 75 bushels an hour capacity could be bought for \$75. Men are available for \$3.50 or \$4.00 a day who could run the grain through the mill, and the selling value of the grain cleaned—750 bushels in ten hours—would make the hiring of such help a good investment, while ample profit would rapidly be earned to pay for the cost of the mill. At the same time the farmer would save the \$10.00 per thousand bushels he would have to pay the elevator for doing his cleaning, while he would have his screenings right at home for feed. And if the farm is located say 20 miles from the elevator, would it be practicable to haul the crop to the elevator for cleaning. The claim is made that elevator cleaning will save the farmer money. Cleaning his crop on the farm will save him a whole lot more, if he compares the price he would have got for the dirty grain with the grade he gets when he sells a cleaned crop—the value of which cannot be camouflaged.

Mill Made 37 Cents a Bushel

Does the fanning mill pay on the farm? A farmer a few miles from Winnipeg took a sample of his wheat into the city and was offered 64 cents a bushel for it. He felt it was worth more, and investigated the price of a mill. The sample was run through a mill in a grain cleaner factory, and he took it back to the grain buyer. He was at once offered \$1.01 a



THE rapid development in the adoption of silos has opened up new prospects for the implement agent. Both trench and upright silos demand a certain amount of equipment for handling the silo crop and for this and other equipment the Massey-Harris Agent is in an advantageous position.

The Massey-Harris Line including as it does well-liked machines for the planting, cultivating, harvesting and cutting of corn and sunflower crops, enables agents to take full advantage of their customers' requirements.

For heavy duty work in upright silo filling, the Massey-Harris "Blizzard" has the capacity and force to fill high silos quickly and easily. For trench silos the Massey-Harris No. 2 Straw and Ensilage cutter is suitable being a strong, good capacity cutter of the non-blower type.

Also, the Massey-Harris Agent can sell dependable, economical gasoline or kerosene engines for use with silo filling outfits.

Massey-Harris Company, Limited

Established 1847 — Seventy-Six Years ago.

Winnipeg, Brandon, Regina, Swift Current, Saskatoon, Yorkton, Calgary, Edmonton, Toronto, Montreal, and Moncton.

bushel for it. He bought a mill and gained 37 cents a bushel by the use of a machine that cost him less than \$70.00. His wheat was mixed with wild oats and barley, and the barley separated from his crop he sold for 52 cents a bushel. Not bad that—79 cents difference due to the humble fanning mill on every bushel he sold, and he had his screenings for feed.

Grain cleanings are a valuable commodity, though you would not think it by the way farmers regard the matter. The farmer generally makes them a donation to the elevator interests—and pays freight on his gift. In Winnipeg today you have to pay 2 cents a bushel less than market price for oats for feed purposes. First-run weed seeds sell at about \$12.00 a ton.

Take the example of another farmer who, after much effort on the part of a dealer, was induced to invest in a mill. He got a low grade on his uncleaned grain, bought a mill, ran the wheat through once—and raised the grade so that he got an additional 18 cents a bushel for his crop. And still farmers maintain that they "have no time" to clean grain for market.

The writer does not believe that the elevator interests will prove very enthusiastic over the proposal that they install grain cleaning apparatus in their elevators, although cleaners have been installed at some centres. The uncleaned grain when sold has a valuable content in screenings and the farmer who has "no time" for cleaning pays the freight in shipping the screenings.

A Positive Money-Maker

Dealers know the difficulty of convincing the farmer that a grain cleaner on the farm is a positive money-maker, and time and again they are confronted by the time argument as an excuse why grain is not cleaned for market. Mills can be had in capacities that will clean the crop as fast as it is threshed. There is a range in capacity of mills to suit any size of farm—up to the big 1,000 bushel an-hour mill which could be owned co-operatively by half a dozen farmers in a district. With a 150-bushel fanning mill, cleaning 1,500 bushels in ten hours, it would take the average farmer very little time to clean every bushel he sells before it goes near the elevator—and there is no machine on the farm that will earn more money in the same time.

The valuable screenings can be conserved for feed, and need not be presented to the railroads as chargeable tonnage, or as a gift to

the grain companies. Why this insistence on the time factor, which ends in all the grain being thrown on the market at one time so that prices are depressed? After threshing prices generally stiffen, and time for cleaning on the farm is more plentiful in the late fall and early winter. In spare time careful seed selection can be made with the mill and the best possible seed obtained for the next crop.

Make Farming Profitable

The sale of grain at the best possible price can do much to make grain farming more profitable. The screenings are splendid feed for stock—and hogs and sheep fed on them thrive to a wonderful degree. But again the grain farmer says that he has "no time for stock"—that there is no money in stock, and who wants to be bothered with hogs and sheep. Is it farming to go on for years with-

out stock of some kind? One crop farming cannot pay indefinitely.

More cattle, more hogs, more sheep, more fanning mills, cleaner grain and better prices, will do a whole lot to lift Western farming out of the rut and make it more profitable.

Dealers: Study the economic value of the fanning mill and grain cleaner. Pound its value as an investment into the heads of your customers. Get samples of their grain, run it through your sample mills and show farmers how they are, in the aggregate, giving away hundreds of thousands of dollars to the elevator companies and transportation interests. Why should the farmer spend five months raising a crop only to sell it at a low price so that it can be cleaned to command a nice profit—FOR OTHERS.

Go after every fanning mill prospect in your territory now, and sell them these machines on the basis of their proven value as equipment that will give the farmers top value for their grains—not the grade offered them by these necessarily biased estimators of the farmers' crop values—the elevator men.

Minneapolis Implement Trade Journal Changes Hands

"Farm Implements and Tractor" the implement trade journal published at Minneapolis for the past 35 years, recently changed hands. Luman C. Pryor has transferred the publication to Platt B. Walker, Editor and manager of the "Mississippi Valley Lumberman" who has controlled the latter business journal for 28 years.



LISTER Power and Light Plants

For Town or Farm Use, Will Bring You Profitable Fall Business

From 40 to 1,000 Light Capacity
Automatic, Semi-Automatic, Non-Automatic

"LISTER-BRUSTON" British-built power and light plants are direct-coupled and radiator cooled. Made in a range of sizes to suit every demand—for farm, store, hall, church, school or picture-house lighting. Operated by the famous Lister engine; high tension ignition; automatic lubrication; shunt-wound dynamo. Simple to instal; easy to operate. Send us your prospects for plants—we help you close sales.

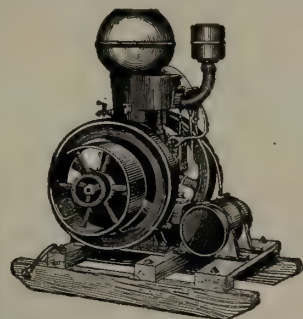
"Lister-Phelps" Plants

Two sizes: 1000 and 1500 watts capacity. Guaranteed to supply 50 or 75 lights without battery. No switch-board. A lever starts or stops motor. Steady 3½ h.p. delivery to pulley. Use gasoline, kerosene or distillate.

Melotte Cream Separators

12 Sizes: Capacities 280 to 1,300 lbs
Without a Peer — Over a Million now in Use

We sell the original and genuine Melotte Cream Separator, which has never been equalled in over 40 years on the market. The separator with the self-balancing, frictionless bowl. Skims closer than any other. Gives years of service, and there is a size to suit every farmer. Over 100,000 Melottes are in use on Canadian farms. Easy sales terms arranged if desired. The dealer who handles the Melotte outsells competition on a sheer basis of quality construction and efficiency.



Lister British-Built Farm Engines—2, 3, 5, 7, 9 h.p.

An engine that embodies the highest standard of materials and workmanship. Gives dependable, economical power at low cost. High tension ignition; no batteries. Automatic lubrication. Shipped complete with skids, ready to run. There's money for you in selling this famous engine.

Lister Grain Grinders 5 SIZES

Available in sizes ranging from 6 to 12-inch plates. Guaranteed to grind more feed on the same power than any grinder of the same size on the market. Rigid, durable. Heavy steel shaft; extra long bearings. Ball-thrust bearings. Strong, reversible plates have worm force feed. All machines fitted with bagger pulley, and sold with or without base. Get our prices.



Our Lines Include

"Lister," "Canuck" and "Magnet" Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte," "Lister-Premier" and "Magnet" Cream Separators, Milkens, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, Etc.

R. A. LISTER & CO. (Canada) LTD.
Winnipeg, Man. Hamilton, Ont.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

J. B., Man.—The Carter-Mayhew Manufacturing Co., Henry Ave., Winnipeg, manufacture a disc grain cleaner which is adapted for use when fitted on the top of the thresher. They also have a disc separator for farm use.

J. W., Man.—There are no longer any repairs available for the Ingersoll line of mowers, which has been obsolete for many years.

W. H. McC., Sask.—A boxing for a Fish wagon, 10 inch size, for a 3½ inch skein, can only be had from the Bain Wagon Co., Kenosha, Wis.

M. R., Man.—Repairs for the "Champion" feed cutter can be had only from the Belle City Manufacturing Co., Racine, Wis. This machine has been out of the market for some years.

C. T. H., Alta.—The McGill Auto Power attachment for cars was formerly sold by Triggett & Laird, of Winnipeg, who are no longer in business. We are unable to locate any parts, and cannot trace the manufacturer.

W. T. K., Sask.—Repairs for the "Empire" cream separator can be had from Robinson-Alamo, Ltd., 140 Princess St., Winnipeg, who distribute this line.

J. W., Man.—The tractor described is evidently an early model made by the Gile Tractor & Engine Co., Ludington, Mich. You will have to write the company for parts, as this machine was never sold in Canada.

A. W. B., Sask.—Parts for a No. 2 "Standard" cream separator can be had by addressing the Cockshutt Plow Co., at Winnipeg or Regina.

W. S. G., Alta.—The Winnipeg Machine & Tool Works, 185 James Street, Winnipeg, handle the Baker balanced steam valve. You would have to advise them the name of the engine on which it is required. Parts for the "Happy Farmer" tractor can be had from the Happy Farmer Tractor Co., 82 McPhillips St., Winnipeg.

F. T. & S. Co., Man.—Repairs for a Swain-Robinson feeder can be had from the manufacturers, Swain-Robinson & Co., Richmond, Ind. If prompt delivery is required, write their nearest distributor, the Oliver Chilled Plow Works, Minneapolis, Minn.

S. H., Man.—The following firms manufacture stubble burning machines: The Agricultural Supply Co., 901 Union

Bank Building, Winnipeg; the Canadian Farm Implement Co., Medicine Hat, Alta.; Colthrop & Scott, Dominion Bank Bldg., Medicine Hat.

E. Co., Man.—We have no trace of a New Judson engine, as made at Vickers, Mich.

G. K., Man.—Parts for the Bain wagon can be had from the Bain Wagon Co., Kenosha, Wis. It may be a Massey-Harris "Bain" wagon. If so, the nearest Massey-Harris branch can supply you.

F. B., Man.—The parts which you describe are for a disc harrow manufactured by the Ohio Cultivator Co., Bellevue, Ohio. Part D11 is a boxing; D13 a half spool concave. You can get prompt delivery by writing Lindsay Bros. Co., 400 North First St., Minneapolis, Man.

E. P., Man.—We cannot trace an ensilage cutter known as the "Jas. Robertson No. 4, Toronto. The word "Toronto" is a trade name used by the

H. & W., Alta.—Part S-331 is the right pawl-holder on a rake wheel manufactured by the Acme Harvesting Machine Co., Peoria, Ill. Your order has been sent them, as no repairs are available in Canada.

J. F. S., Sask.—Binder engines are carried in Canada by the Cushman Farm Equipment Co., 288 Princess St., Winnipeg. They will quote you prices.

G. G., Man.—Parts for the "Flour City" tractor can be had from the makers, Kinnard & Sons Manufacturing Co., 44th Ave. N., Minneapolis.

T. & M., Sask.—Part H-349 is the drawbar top box for a disc harrow made by the Rock Island Plow Co., Rock Island, Ill. You can get repair from the Waterloo Manufacturing Co., Portage la Prairie, Man.

E. B. Co., Man.—Parts for an old style "Fish" wagon can be had from the Bain Wagon Co., Kenosha, Wis.

J. F., Man.—Parts J 307, 305 313 and 314 are boxings for an old-style "Cor-

A. B., Man.—Part B-1333 is the inside sand cap for the wheel of a harrow cart made by the Moline Plow Co., Moline, Ill. Part can be had from the John Watson Manufacturing Co., Winnipeg.

D. Bros. & Co., Alta.—We can find no trace of a concern known as the Dominion Wrought Iron Wheel Co. of Canada, who manufactured a buck car truck. Has any subscriber heard of this firm?

L. D., Man.—The Canadian Fairbanks-Morse Co., Winnipeg, can supply you with special links for a No. 77 sprocket chain.

I. H. C., Man.—D-283 is a part for a "Papee" ensilage cutter made by the Papee Machine Co., Shortsville, N.Y. Deere & Webber Co., Minneapolis, are distributors, and can supply part.

W. C. B., Alta.—Parts 76, check valve cage, 68 nozzle and 34 cap are for a Witte Jr. 4 h.p. engine. Your requirements have been forwarded to the manufacturers, the Witte Engine Works, Oakland Ave., Kansas City, Mo.

A. G. B., Man.—The "Ohio" cream separator is made by the Associated Manufacturing Company of Waterloo, Iowa. Write them direct.

W. D., Alta.—NH14 is an angling lever quadrant for a 16x16 disc harrow made by the La Crosse Plow Company. Repairs can be obtained from the offices of the United Grain Growers, Winnipeg.

R. B., Sask.—Regarding your inquiry for a disc harrow bearing part H611. This is part of a disc harrow manufactured by the Emerson-Brantingham Implement Company. Write the Regina branch.

Profit by Service—

Your warehouse should be a repair depot for the farmers. No matter whether you never sold them the machine, to assist them keep it running by procuring their repair requirements adds goodwill to your store, and builds future business.

In locating repair sources our Information Service Bureau can be of invaluable assistance to YOU. It is free to our subscribers, and we are at your service.

CANADIAN FARM IMPLEMENTS

Ontario Wind Engine & Pump Co., Toronto, but they have no ensilage cutter of this description.

G. A. W., Alta.—There is no company in Winnipeg known as the Spring Manufacturing Co. Various machine shops can make springs, but we have located two springs which will suit for tension. They cost 40c per pair, and are being shipped you.

F. R. S., Alta.—Bearing for disc harrow marked H-65 is for a harrow known as the "American Bulldog." It is no longer being manufactured, but the part can be had from the T. H. Northwall Co., Omaha, Neb.

G. J. B., Sask.—The Wm. Penn Jones Implement Works, 1314 Washington Ave. South, Minneapolis, manufacture the Up-to-date concaves adapted to all makes of threshing machines. There is no machine known as the "J. I. K." 40x62 steel separator. Do you mean the J. I. Case thresher of this size? If so, the J. I. Case Threshing Machine Co., Saskatoon, can supply you.

C. H. G., Sask.—There are no repairs carried for the "Champion" cream separator in Canada. It is manufactured by the Champion Blower & Forge Co., Lancaster, Pa., and you will have to write them direct for parts.

J. M. & Son, Sask.—Mower with part T27A may possibly be a type manufactured by the Acme Harvesting Machine Co., Peoria, Ill. They have a rear knife end clamp for a mower with this marking. Your order has been forwarded to this firm, as no parts can be had in Canada.

bin" disc harrow. They can be had only from the Thomas Manufacturing Co., Springfield, Ohio.

J. K., Sask.—The "Universal" tractor is a type formerly manufactured by the Moline Plow Co., Moline, Ill. Parts can be had from the John Watson Manufacturing Co., 311 Chambers St., Winnipeg.

F. H. M., Man.—Repairs for the "Magnet" cream separator can be had only from the R. A. Lister Co. of Canada, Wall Street, Winnipeg.

H. T., Sask.—Repairs for a "Hercules" engine can be had from the United Grain Growers, Winnipeg.

P. T., Alta.—We regret that we have no record of a thresher known as the "Warwick Star." Does any reader know who made this thresher? You can get 60-ft. endless thresher belting from Gutta Percha & Rubber Ltd., Winnipeg, who are quoting you prices today.

J. J., Alta.—Can you give us some further information regarding the plow, such as numbers on parts. The letter "S" is used by many concerns, such as the Kingman Plow Co., Emerson Brantingham Implement Co., and the Grand Detour Plow Co. Furnish part numbers and we will be able to identify plow.

H. Ltd., Sask.—Repairs for the Stewart Sheaf Loader can be had from R. A. Smart & Co., Elmwood, Winnipeg. This firm have taken over the plant and repairs of the Stewart Sheaf Loader Co.

New Pumping Device

An Australian firm has perfected a novel device for obtaining rotary power from the lift of a windmill shaft. This is a problem that has engaged the attention of engineers in many countries, and in this instance has been solved by an ingenious method of transferring power from the pump rod to a fly wheel, with the result that 2 b.h.p. is secured from a 12-ft. wheel

Attorney-General Gave Views in I. H. C. Suit

The Chicago Herald & Examiner states that U. S. Attorney-General Daugherty, in discussing the suit of the Government against the International Harvester Co., said in part:

"We felt that in view of the report on the Harvester company's activities rendered by the federal trade commission, there was nothing to do in the public interest and in justice to the Harvester company's competitors except bring action against them to stop them from depressing prices on harvester machinery."

As President Legge, of the International organization points out, the government asks a dissolution of the company to destroy its efficiency. The offense consists in making prices too low, hence the object of the suit is to compel higher prices. Is the forcing of higher machine prices for the public good?

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?

If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

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Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.

BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

Mixed Farming Solves Dealers' Problems

What would it mean to you, as a dealer, if every farmer in your district operated his farm on the plan outlined in the following editorial? Aside from the great increase in demand for a wide variety of machinery, at present but little used in some districts, is not the individual prosperity of farmers of first importance to you and your town? By promoting mixed farming, as The Nor'-West Farmer has done for over forty years, you will not only assist in solving the farmers' problems but you will solve your own.

A SASKATCHEWAN farmer writes us: "We have three sons. We own and have contracted for a section and three-quarters of land. We are hard up for money, like everybody else. The boys are dissatisfied. They see ahead nothing but hard work during the day and chores at night, and keep at me to get rid of the cattle and raise only grain. What would you advise us to do? I keep telling them to stay with mixed farming. I want them satisfied. Have as good a wife as ever was born and a happy home life." The problem confronting this farmer is the same as that before thousands of farmers in Western Canada. For that reason, we quote our reply to him.

"We do not know the layout of your farm, what the land is adapted for, what the nature of your local markets are, and therefore can only give general advice. We think the day of straight grain growing is past and that you and your sons will be much further ahead if you gradually and intelligently increase your mixed farming activities. It is not that you should go out of wheat growing, as wheat will doubtless continue to be the main crop on the farm for years to come. However, if there is a creamery near to which you could ship cream, or a town to which you could market butter to advantage, you could milk your cows, have them calve in the fall, market the cream or butter all fall, winter and spring and have the cows dry during the busy season of harvest. You could winter feed the two year old steers and some of the heifers for the spring market. The skim milk could be used to start pigs from a few sows, and also be used to advantage with a good flock of poultry.

"Instead of growing all grain and mostly wheat, we would advise the immediate growing of a considerable amount of hay, such as sweet clover, western rye grass, brome grass, or alfalfa to fill the needs of your stock. Sweet clover is one of the best hay and pasture crops that Western Canada has. The time is past in most sections of this country when prairie grass can be used economically for either hay or pasture.

"Usually, under this system, the weekly revenue from butter or cream and the poultry, along with the aid of a good garden, keeps the table supplied without running bills, and is sufficient to pay many other small items of expense about the house or farm. The revenue from the hogs, steers and wheat pays off larger debts and is applied against the farm mortgage. It must be remembered, however, that the old method of attending to the cows, steers, hogs and poultry, simply letting them

grow up like Topsy, will need to be 'given the gate,' and instead, they should be fed, well cared for, and as much intelligence applied to these sources of revenue as in the raising of wheat.

"A manufacturer may specialize if he wishes to, but it is not safe for a farmer to specialize in one crop. A farmer does not know that his crop is going to be produced because he only half controls the factors of production. A determining factor is natural conditions. He does not control his markets and thus cannot know whether the price will be remunerative or not. Thus it is necessary to have a diversity of revenue so that if one line fails either in production or markets, something else will carry things along. Moreover, straight grain growing has left its ills, and the addition of stock to the lines of production calls for the usage of such crops as will help to conquer the weed, soil drifting, fertility, and other ills the heritage of straight grain growing.

"A good mixed farmer is one who has a silo. In it, he stores silage crops such as corn and sunflowers for the feeding of his stock. These crops can be grown on land that would otherwise be summerfallowed. Thus about a quarter of the farm labor, labor that is usually wasted on the summerfallow, can be made revenue producing through silage crops grown for stock feeding.

"Thus it may be evident to you that while in straight grain growing you are running the gauntlet of speculation as to production and markets, are increasingly up against the weed, soil drifting and other straight grain growing ills, must have a considerable share of the farm lying in expensive summerfallow, the mixed farming system as suggested will overcome all of these difficulties."

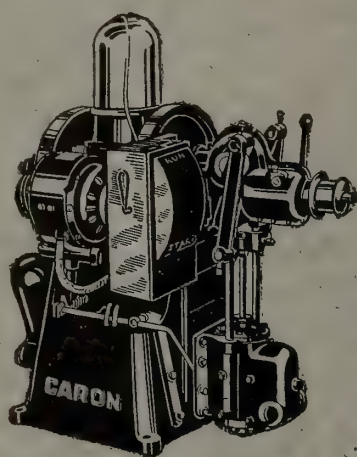
We could have dealt with other phases of the situation in our letter to this party. One of the main reasons why farmers are loath to change to a diversified system is because they are in the rut of grain growing and it takes energy to learn the more complicated mixed farming methods and to make the alterations necessary. Another reason is that the chores about a stock farm do not appeal to the young people who have grown up in a different environment. The main reason why some farmers do not make as satisfactory progress in mixed farming as they anticipated is because they only half know how to mix-farm and then often claim the idea as being no good. The facts are, however, that conditions are forcing farmers in every district of this country to change from straight grain growing to a diversity of crops and revenue.—The Nor'-West Farmer, Aug. 20.

**The Nor'-West
Farmer**

The Pioneer
Farm Journal of
Western Canada

WINNIPEG

Dealers:—This Sales Opportunity Will Double Your Fall Business



CARON LIGHT WATER & POWER PLANT

THE SENSATION of the 1923 Western Exhibitions. Seen in operation by thousands of Farmers, Merchants, etc. Not merely a Lighting Plant—but an Improved Farm Engine, Water Supply System, Electric Light and Power—separately or all combined. The engine may be purchased alone, the other units being added as required.

**Hundreds of Dealers are Adding to their
Profits and Prestige Selling CARON Plants—
So can You!**



Operated by the Caron (patented) Valveless Engine, the greatest improvement in gas engines in a decade. Only 3 moving parts—others have 27—No valves, gears or springs to give trouble. Pressure on a button starts or stops it. Supplies bright electric light and ample power, also plenty of fresh running water. Oper-

ates Cream Separator and Vacuum Pump for Milker direct from engine. Also furnishes belt power for wood-saw, grinder, churn, etc. All from one unit.

Your customers can buy the Caron 3 h.p. engine at \$152.00, adding other units later at reasonable cost.

***Active, Reliable Agents Wanted Wherever We
are not Represented. Don't Delay—
Write Now.***

Aggressive Dealers will at once realize the sales possibilities of this simple and economical light, water and power plant. Backed by a strong guarantee for performance and service. Territory is going fast. Now is the time to secure this valuable franchise.

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Western Branch:—216 Bannatyne Ave., Winnipeg

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 10

WINNIPEG, CANADA, OCTOBER, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year. \$1.00, Per Copy, 10 Cents

A Profitable Business

The business of saving your own money is an exceedingly profitable one in which to engage.

When part of your salary is deposited regularly in the Union Bank of Canada, it gives you a feeling of independence; you know your money is safe from fire and theft; and your deposit is earning interest all the time.

\$1.00 opens a Savings Account.

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UNION BANK OF CANADA

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Winter Brings You An Increased Fire Hazard

In the four Western provinces, Manitoba, Saskatchewan, Alberta and British Columbia, the total fire loss in 1922 aggregated \$12,808,048—an average loss per capita for the West of \$4.81. Only 83% of this loss was covered by insurance.

Winter lies just ahead, with its greater fire risks. How would complete or partial fire loss affect your business? If you carry no protection, now is the time to investigate our money-saving policies.

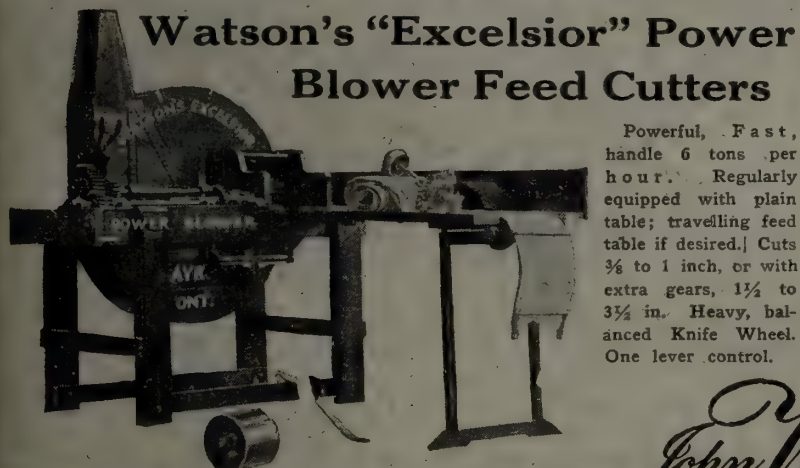
For over 16 years we have provided fire insurance for Hardware and Implement Dealers at ONE-HALF the Board Companies rates. We charge board rates and refund 50% of the Premium at expiration of Policy. If unprotected—don't delay. Write us for details.

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C. L. CLARK, Manager,
802 Confederation Life Building, Winnipeg.



Watson's "Excelsior" Power Blower Feed Cutters

Powerful, Fast, handle 6 tons per hour. Regularly equipped with plain table; travelling feed table if desired. Cuts $\frac{3}{8}$ to 1 inch, or with extra gears, $1\frac{1}{4}$ to $3\frac{1}{2}$ in. Heavy, balanced Knife Wheel. One lever control.

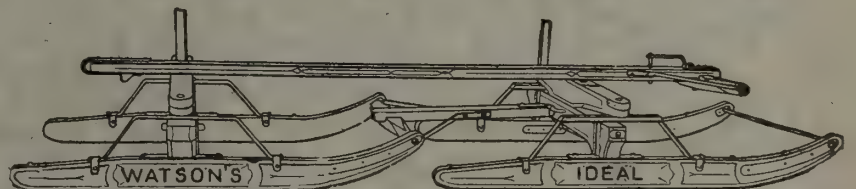
WATSON'S NO. 72 ENSILAGE CUTTER

For Corn or Sunflower. 2-Knife Flywheel. Handles 8 to 10 tons an hour, using 8 to 12 h.p. Four lengths of cut. No machine equals them for capacity.

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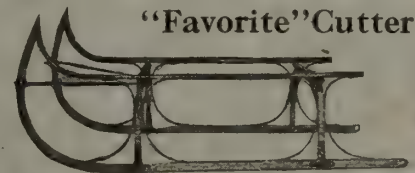
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WATSON'S SLEIGHS



No Farm Sleigh sold commands better business than the genuine Watson "Ideal" Sleigh. Made in all sizes—Steel or Cast Shoes. Patent Trussed Bench. Special Quality, Seasoned, Selected Woods. Runners—White Oak. Benches—Gray Elm or Oak. Heavy Steel Bracing. Runners have point of contact directly below bench. Shoes, curved at rear, allow backing. Size for size, carry heavier loads than any other sleigh. Get our prices.

"Favorite" Cutter Gears

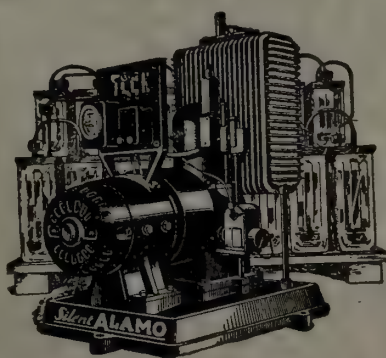


Fit any Buggy Body, turning it into a Cutter in a few minutes. Shipped knocked down

WINNIPEG, MAN.

Silent ALAMO Electric Light and Power Plants

An Electric plant with ample capacity for farm home, country stores, halls, schools, theatres, etc. Lights the home and barns and gives plenty power to operate cream separator, washer, churn, water system, fanning mill, etc. Perfectly balanced; no vibration. Compact; easy to operate. Built on solid base; all parts enclosed; motor automatically controlled. Throttle governed.



ALSO

New Empire Baltic Cream Separators, Empire Milking Machines, wind-mills, pumps, gasoline and kerosene engines, lighting plant batteries, etc.

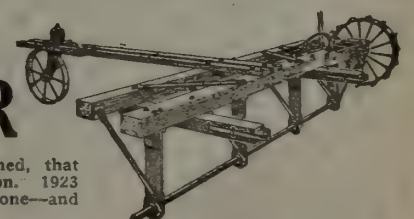
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They kill weeds with less work, and are sure death to Canadian Thistle, Russian Thistle, Figweed, and any weed that grows on plowed soil. Made in 8, 10 and 12 ft. sizes. The revolving rod pulls from 3 to 8 ins. of roots and can be forced to 6 in. depth. The best and cheapest implement on earth for keeping summer-fallow clean. It cannot clog.

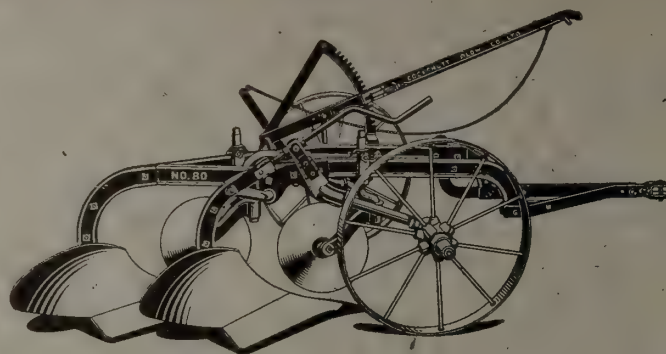
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*A Size and
Style to Suit
Every Tractor*



*A Special
Type, No. 80,
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Tractors*

COCKSHUTT TRACTOR PLOWS

Have a record of long and satisfactory service that makes them quick sellers—Push them and get the cream of the trade.

They are better suited to conditions in your vicinity than any other make, because they are the result of long and intimate experience with Western Canada soil conditions. They have strength for every class of work and have the proper design to do that work in a way that will please and make a satisfied customer out of each user.

Most farmers realize the importance of giving as much thought to the purchase of their plow as to the Tractor. The splendid reputation of Cockshutt Plows makes them easier to sell than most others. They are being used behind every make of Tractor and giving perfect satisfaction.

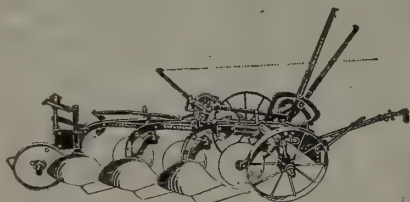
Made in Moldboard or Disc types for light or heavy machines.

Write our nearest Branch House today for literature and fuller particulars of the Cockshutt Line.

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4 Big Sellers—With Good Profits



MAX Roll Rim
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Women folks of Farm and Country homes are certainly keeping our "MAX" Roll Rim House Tanks moving. You'll have no trouble selling them. For drinking or soft Water storage, in 25, 50 and 100 gallons capacity.

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SPECIAL OFFER -- 20 per cent profit for you at the price we are offering these tanks. They are worth more to the Farmer than the money in his pocket. Ready to mount on bolster. Let us hear of your needs on Oil Wagon Tanks.



Extra Special Prices on these Tank Heaters

The "MAX" Return Flue Heater



Built of Keystone Copper Steel. "Resists Corrosion." One piece construction. Seams welded—not riveted. Smoke flue and fuel door at one end allowing more drinking space for stock. Get our prices. Good profit and satisfied customers

The "MAX" Stock Tank Heater

Equipped with self dumping grate, making it unnecessary to take the heater from the Tank. It will pay you to handle the "MAX" as the discounts we offer are "special" and the heater is A1.

THERE'S BIG PROFIT IN THESE HEATERS



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GET YOURS NOW!

Write for our Special Offer on PAINTED WHIFFLE-TREES — $2\frac{1}{2}$ in. x 30 in., and $2\frac{5}{8}$ in. x 36. PAINTED DOUBLETREES—2 in. x 4 in. x 48 in., 2 in. x $4\frac{1}{2}$ in. x 48 in., $1\frac{3}{4}$ in. x $3\frac{3}{4}$ in. x 42 in.

REDUCING STOCK IN THESE SIZES



For Positive Satisfaction and Good Profits



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1500 Patterns

CRESCENT

A Type for
Every Plow



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.

PLOW



Reverse Side of Regular Style Share. Note the Wide REINFORCED POINT and WELD.

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Wherever Fall Furrows
are being Turned, you can
Sell "Crescent" Shares.

Ask us for Latest Lists
and Prices. Lay in a stock
to meet the demand.



Crescent Engine Gang Shares, Fitted and Bolted,
Unequalled for Power Outfits

Fit, Finish and Workman-
ship Fully Guaranteed.

Farmers Know, and ask
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We can ship you on
shortest notice.



D. ACKLAND & SON, LTD.

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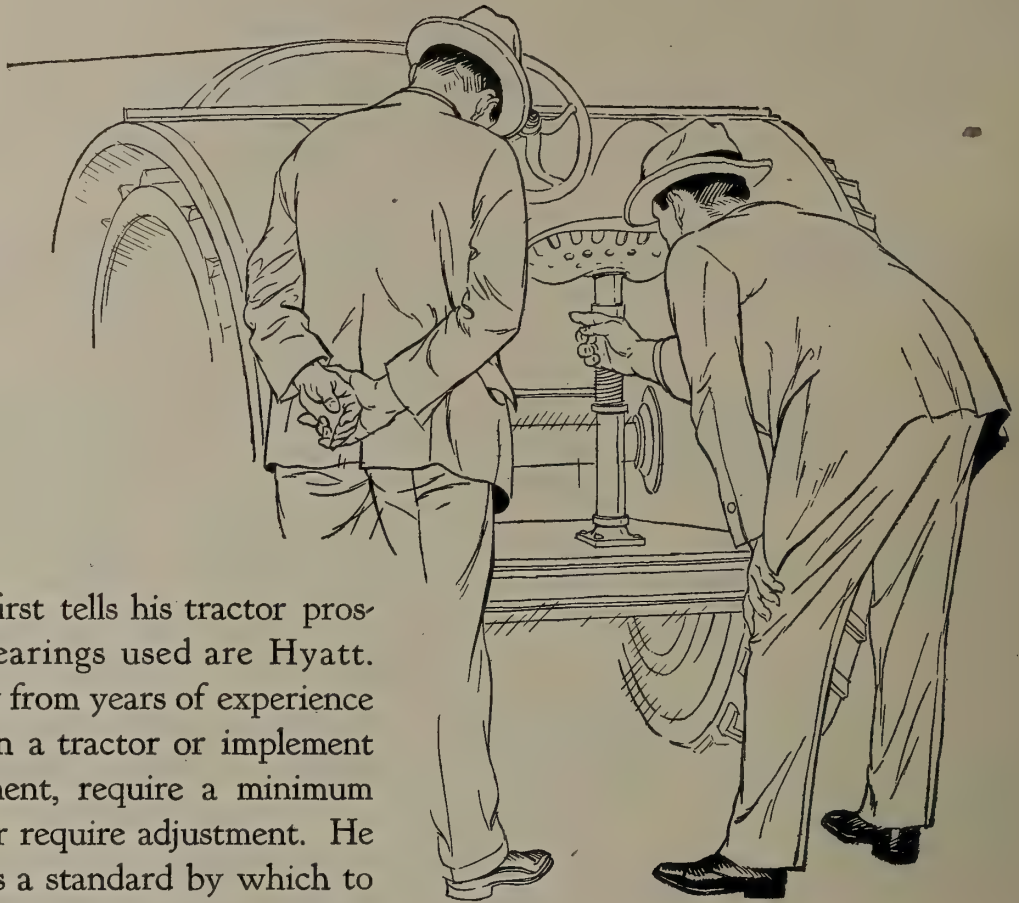
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*Judge a tractor
by its bearings*

THE wise dealer first tells his tractor prospect that the bearings used are Hyatt. Because farmers know from years of experience that Hyatt bearings in a tractor or implement seldom need replacement, require a minimum of attention and never require adjustment. He uses Hyatt bearings as a standard by which to judge the service built into the tractor as a whole.



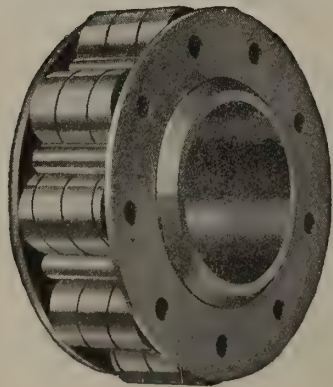
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Hyatt Roller Bearing Company

Detroit	Worcester	Newark	Huntington
Chicago	Cleveland	Buffalo	Minneapolis
New York	Milwaukee	Pittsburgh	Philadelphia
San Francisco		Indianapolis	

HYATT

ROLLER BEARINGS



NO ADJUSTMENT OF ANY KIND POSSIBLE OR NECESSARY—ABSOLUTELY FOOL-PROOF

CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 10

WINNIPEG, CANADA, OCTOBER, 1923

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00
Per Copy, 10c)

Electrifying the Farm Home and Buildings

It was evening and the east bound train was pulling into the little prairie town. The men in the smoking compartment looked out on the main street of the town, which paralleled the tracks. Behind it, in scattered formation, lay the rest of this trade centre in the Western wheat-lands. Here and there the dim lights from the houses appeared, and down the main street the lamp-lit stores made painful contrast with the brilliantly lighted cars of the Limited.

Almost opposite the depot, however, was something that immediately attracted attention. From a large store shone the clear illumination of electric light, and next door the well-lit frontage of the local picture house invited the crowd from the platform after the evening train pulled out.

The clang of the bell on the engine had ceased, and the dull throb-throb of a lighting plant could be heard from the store, which stood out in contrast on that dim-lit Main Street like a veritable palace of light.

"Progressive sort of merchant that," said the stout man from Toronto. "He makes his place of business a mighty good advertisement—in a small town sense. Must do a good trade locally."

The traveller in the corner looked up from his magazine and smiled: "Why, this is C—," he exclaimed. "That electric lighted store is Jim Brown's, the implement dealer. I know him well—call on him right along."

"It's a good farming country about here, and Jim figured that business could be had in the sale of farm lighting and power plants. He could size up no better way of advertising such a line than to install a lighting plant in his own premises so he could show prospects the advantages of modern light. As you see, they have no power in the village, and Jim has done mighty satisfactory business in selling these outfits. He is lighting the picture house next door now-a-days, and you'd be surprised on the way his plant has helped draw the farmers to

his place when they come into town."

Slowly the train pulled out, gathered speed and rapidly left the little town behind, but the talk naturally veered to the advantages of electricity on the modern farm.

A Big Sales Field

That there is a big field in the West for the sale of electric light and power plants cannot be doubted. In a recent survey of 307 typical farms in Manitoba, running in size from quarter-section to a section, it was found that only 21 farms out of the total had electric light—about seven per cent.

In the United States today there are 7,000,000 farms, and it is estimated that 2,000,000 farmers are ready prospects for light and power plants. To date, roughly 400,000 farmers in that country have electrified their homes and barns. In short, it is estimated that 64 per cent. of all farmers can afford to electrify their farms.

Who is going to sell the farmer this class of equipment? Will the demand develop a specialty dealer, or will it be handled by men like Jim Brown, aggressive merchants of farm equipment who are on the outlook for any line which will be of service in their farm community.

The business of selling farm light and power plants holds no insuperable difficulties. These plants are now so simple in construction, so fool-proof, that their installation is a comparatively simple matter. If receiving power from central station service, which in the prairie provinces is only available at one or two points, the cost of high tension and secondary line material and of lamps and appliances would be much more than the cost of an individual unit. Assume that the plant can be bought for \$500 or less, the wiring contract should not cost more than \$150, while lamps and appliances could be covered by another \$120.

With an electric light and power plant the pumping can be done by electricity, and any man

knows that a power pump and tank will save the lady of the house a lot of steps and a lot of hard work. Do you happen to recollect that it requires 36,500 pounds of water each year for every head of stock the farmer owns. Water supply, in conjunction with the light plant, pays for itself mighty fast.

What Modern Power Means

Have you ever driven past a fine big farm house at night, and through the uncurtained window glimpsed the family assembled round the parlortable with the big oil lamp supporting its decorated shade in the centre?

If you looked pretty close you could see that the readers held their books too close to their eyes, and that when mother had to thread her needle she had to hold it right under the lamp shade.

A pretty picture, perhaps, but would it not be fully as beautiful if every room in the house had electric light? You would not need to see the lads carrying that old lantern across to the stables—with the ever-present fire risk. You would not see the continual drudgery of cleaning oil lamps. It would mean the passing of kerosene lanterns for the cows to kick over at milking time, and would save eyesight that is injured by dim, spluttering kerosene lamps to read by—and smell.

Many farmers already have stationary engines which could be adapted to the operation of a generator and it is not difficult to create a desire for better light by a few simple word pictures. Beyond the fact of better lighting for his premises, the application of power to the farm home makes possible the electric washer, electric iron, vacuum cleaner, power driven sewing machine, motor driven cream separator and churn, electric fan, etc., all of which make life easier for the farm women.

Personal Canvassing Required

One large lighting plant firm have developed a good dealer system, men who have a live interest in the sale of plants and who are trained by territorial

supervisors. These dealers while covering their territory in connection with other lines, lose no opportunity to talk lighting plants and to spread the idea of electrifying the farm and home. Successful salesmen in this line state that in calling on thirty farmers in good territory they can usually sell a plant. Naturally they concentrate on farmers who can use a lighting plant and who are in financial shape to buy one. Some men in the trade are potentially better equipped to develop lighting plant sales than others—such as Jim Brown—but many dealers today are letting a good source of revenue pass them by not paying attention to this class of business.

Lighting plants will be sold—and as with other lines it will lead to the survival of the fittest class of dealer. It may be a specialty line, in a sense, but it fits in better with the business of the farm equipment dealer than with any other class of merchant. He knows the farmers in his district, and knows the possibility of business in this line. He is also in steady contact with the farm home throughout his sales territory, or should be, and in lighting plant sales the feminine factor is an important one.

Modern light and power on the farm do much to make life better and easier and will help hold the young folks away from the chimera of the distant cities.

Town Sales Also Possible

Today plants are available in a vast variety of capacities so that the dealer can meet the requirements of any farmer. And it should not be forgotten that there are also prospects for lighting plant business in the average small town. Plants can be sold to other store-keepers, to the larger homes, and to picture house interests. The local church, hall, and school all require better illumination, in fact any community meeting place holds the possibility for a sale.

Manufacturers of electric light and power plants have done much to popularize this type of equipment by covering the territory

with plants on motor trucks, running them into the towns, and demonstrating them to farmers as they travel the country. During the Fall season, as the long nights draw near, is a good time for the sale of such installations — and there is no good reason why this line should be sold direct by the salesman of distributors when dealers, with a little thought and application, can become very successful vendors of lighting plants.

Just as sales schools are held by the tractor companies, we believe that much could be done to increase this class of business by the manufacturers or jobbers giving their dealers an intensive course of training. A sales school could be held at the offices of the company, or, more economically, they can appoint district supervisors—trained men—who control a territory and train and develop the dealers under their jurisdiction. Such supervisors can educate the dealer in an electrical sense, and can work closely with dealers at all times in the systematic cultivation of the local sales field for lighting plants.

Just as all farmers are not prospects for tractors, all farmers are not prospects for lighting plants, but the potential sales field is wide enough to make the sale of such outfits a matter that warrants the attention of the farm equipment dealer now that every month in the year should be made profitable in the implement store. Why not investigate the possibilities for this line in your territory? You'll find it a business well worth your attention.

Business Improving in United States

In an inquiry into conditions in the farm equipment business in the United States, Implement and Tractor Trade Journal, Kansas City, from replies received from manufacturers and distributors, finds that the increased percentage of sales runs from 10 per cent. to 110 per cent., with an average increase of a little better than 45 per cent. As affecting different lines of equipment, the reports of some of the jobbers and manufacturers are of interest, as showing the marked improvement in conditions. Extracts from the reports of our contemporary follows:

The Thomas Manufacturing Co., Springfield, Ohio, report an increase of 15 per cent. in drill sales, with a good outlook for 1924.

The Papec Machine Co., Shortville, N.Y., manufacturers of ensilage cutters already have 50 per cent. more sales than in 1922.

Sioux Falls, S.D., branch of the Dempster Mill Manufacturing Co. had a total gain of 25 per cent. up to September 1st.

C. S. Brantingham, head of the Emerson - Brantingham Implement Co., reports good conditions at the commencement of the year, but that implements cost considerably more to produce today than was the case last January. He considers that the dealers can count on a tremendous replacement trade.

Rock Island Plow Co., Sioux Falls branch, shows 100 per cent. advance on sales, with excellent prospects for 1924.

The Billings, Montana, branch of the J. I. Case T. M. Co., has an increase of 20 per cent. over last year, and believes that this will hold throughout the year.

White Lily Manufacturing Co., Iowa, shows that sales in the washing machine business are nearly 23 per cent. better than in 1922.

The Litchfield Manufacturing Co., Waterloo, Iowa, report that their manure spreader sales, up to July 1st, are 110 per cent. better than for the same period in the previous year.

The "Electric" Wheel Co., Quincy, Ill., manufacturers of "All-Work" tractors, report 140 per cent. increase in tractor sales and 50 per cent. increase in the sale of their wagons and trucks.

On the whole there is a decided improvement in tone in the farm equipment trade in the central and western states, even in the one-crop sections, where farmers are now diverting their attention to diversified crops.

U.S. Machine Manufacturers to Hold Annual Meeting

Arrangements are being completed for the thirteenth annual convention of the National Association of Farm Equipment Manufacturers of the United States, which will be held at Cleveland on October 24, 25 and 26. The energetic secretary, H. J. Sameit, has sent out notices from Chicago.

The convention will be held in the Hotel Statler. Two sessions a day will be held. Secretary Sameit extends an invitation to all Canadian implement and equipment manufacturers whether members of the United States organization or not. On the final day of the convention several departmental meetings will be held. The annual banquet is on the evening of the second day, and special arrangements are made for the ladies, who are urged to come. J. B. Bartholomew, president of

the Association, signs the call to convention.

The leading features to be taken up at the meetings will be: Simplification of machines, Transportation, Domestic Trade, Foreign Trade, Developments in Industry, Finance and Agriculture.

Statement by International Harvester Company

The International Harvester Company lately filed in the United States District Court at St. Paul its answer to the recent supplemental petition of the Attorney-General asking for a further division of the company on the ground that the dissolution decree of 1918 was inadequate to restore competition.

The company asserts that the competitive conditions contemplated by the Sherman law fully exist. It enters specific denials of any act, intent or power to restrain or monopolize domestic trade in harvesting machines, and of any inability on the part of other manufacturers to compete therein.

The answer refers to figures in the government's original and supplemental petitions showing that the company's percentage of domestic trade in harvesting machines diminished from 85 per cent. in 1903 to 77 per cent. in 1911, to 64 per cent. in 1918, and to 63 per cent. in 1921-22.

All the company's principal competitors in harvesting machines also make and sell long lines of other agricultural implements, and the answer asserts that their ability to compete should be determined by consideration of the farm implement trade taken as a whole. On this point the answer says that the Harvester Company has never possessed more than a small percentage of the entire agricultural implement business in the United States. It points out that, according to United States census figures, the company's percentage of the total production in the United States of agricultural implements in 1909 was 22.5 per cent.; in 1914, 25 per cent.; in 1919, 22.9 per cent.; in 1920, 20.3 per cent.; and in 1921, 20.9 per cent.

It is also pointed out that the importance of the old harvesting machine lines acquired by the company in 1902 has greatly diminished since that time, and particularly since 1918. Since then power farming has been developed with increasing rapidity and the tractor is now one of the most important agricultural machines in the domestic trade.

The answer declares that the further dissolution of the Harvester Company which the government now seeks is unnecessary, because competitive conditions already exist, and that it would have the effect of depriving the company's stockholders of an integrated manufacturing business built up by long and costly effort and of the full line production and distribution which is essential to an all-year-round business and is possessed by all the company's principal competitors in the harvesting line. Also it would have the effect of disrupting the company's foreign business.

Such further dissolution, the answer says, would also result in increasing the cost of manufacture and distribution and would enhance the price of agricultural implements to the farmers.

Sheaf Loader Plant Destroyed by Fire

At noon on September 14, fire broke out in the plant of the R. A. Smart Co., Ltd., Winnipeg, completely destroying their buildings and equipment. The total loss is estimated at \$250,000, and it is stated that the factory was covered by \$200,000 insurance. The fire spread to four cottages near the plant, completely wiping them out and rendering four families homeless. The losses of the householders totalled nearly \$19,000.

The factory was formerly owned by the Stewart Sheaf Loader Co., Ltd. and was only acquired from the Bank of Montreal by the Smart organization last May. At the time of the fire only 16 men were employed; at one time the staff was close to two hundred. The plant has been used for the production of Stewart sheaf loaders and threshers, and the loader stocks on hand, repair stocks for Fairbanks-Morse and Hart-Parr threshers were destroyed. One large loader in the yard was saved. The plant comprised offices, machine shop, erecting shop, wood shop and pattern room, tinsmiths shop and outbuildings.

Immediately after the fire, Mr. Smart stated that the plant would be rebuilt and manufacture of its products continued.

Sell on Productive Value

Today the dealer cannot sell implements on a comparison of their dollar value before or after any given date, says an exchange. Implements must be sold on the basis of their utility and their capacity to increase yield.



RUMELY DEALERS *add \$1000⁰⁰* *to season's profits*

ONE of the most interesting sides of the great Advance-Rumely Power Farming Schools, from the dealer's standpoint, is the PROFIT side. An actual check-up of last year's school shows that dealers who attended averaged a \$1,000.00 INCREASE IN PROFITS.

These dealers who cooperated with us in our Educational Plan and studied the Oil Pull Tractor at first hand—who learned the soundness of Oil Pull engineering principles like Triple Heat Control, Oil Cooling, Dual Lubrication, etc.—who not only learned how to take apart, adjust, repair and

replace any part of the tractor but really learned to KNOW the TRUE QUALITY of the Oil Pull, were so full of enthusiasm and so primed with selling material that they AVERAGED a \$1,000.00 PROFIT INCREASE.

Are you making this kind of profit? Did your sales show such an increase last year? Why not do as these dealers did?

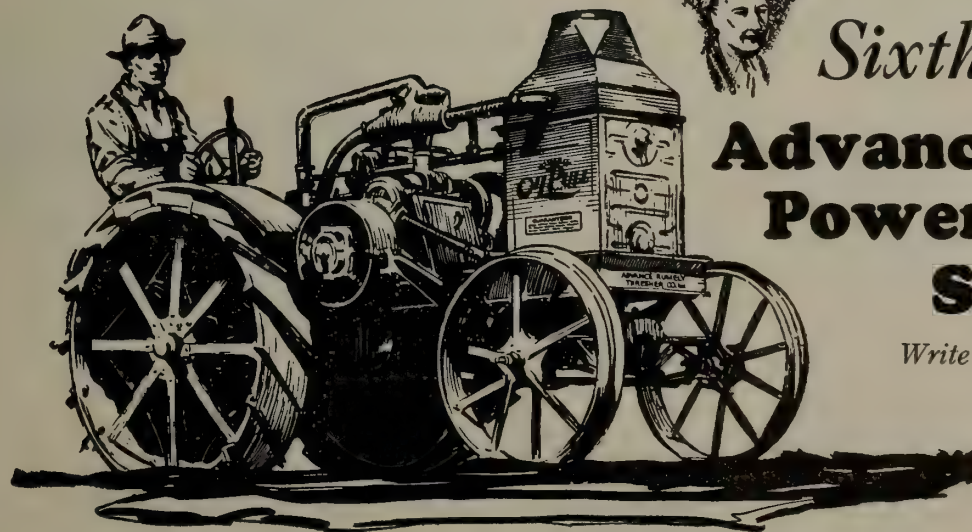
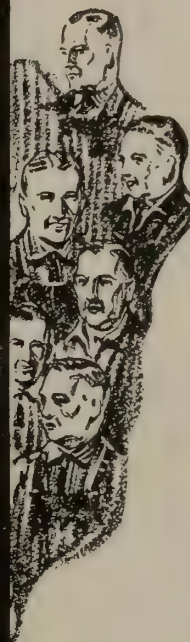
There is a way by which you may attend the Advance-Rumely Power Farming Schools ABSOLUTELY FREE OF CHARGE. You can have even better training than the dealers who made the above record. It will require only a short time from your business. Write us for the proposition and for "the time and place" of the schools in your territory. Address

ADVANCE-RUMELY THRESHER COMPANY, Inc. LAPORTE, INDIANA

48 Abel St., Toronto, Ont. Calgary, Alta. Regina, Sask.
Saskatoon, Sask. Winnipeg, Man.

The Advance-Rumely Line includes kerosene tractors, steam engines, grain and rice threshers, husker-shredders, alfalfa and clover hullers and motor trucks

SERVICED THROUGH 33 BRANCHES AND WAREHOUSES



Sixth annual **Advance-Rumely Power Farming Schools**

Write for Free Prospectus

With the Manufacturers

The Superior Gas Engine Co., Springfield, O., will build an addition 80x110 feet to its foundry.

The number of American branch factories in Canada now exceeds 700.

Lindsay Bros. Co., Minneapolis, are now exclusive distributors for the Stoughton Wagon Co., Stoughton, Wis.

The Allis-Chalmers Mfg. Co., Milwaukee, Wis., recently issued a new instruction book covering its 20-35 and 18-30 tractors.

The Holland Power Washing Machine Co. has been incorporated at New Holland, Ill., with a capital stock of \$100,000.

Canada received 13,603,310 pounds of binder twine valued at \$1,437,141, in July, compared with 14,863,779 pounds, valued at \$1,503,141, in July 1922.

Fairbanks, Morse & Co. have purchased ground adjoining their plant in Indianapolis, Ind., and contemplate the erection of a large addition.

The Plymouth Cordage Co., North Plymouth, Mass., has opened a sales branch at Fort Worth, Texas, in charge of H. A. Taylor.

Steps were taken in Chicago to wind up the affairs of the Acme Harvesting Machine Co., Peoria, Ill., which discontinued business several years ago.

The Heller-Aller Co., Napoleon, O., has announced a new line of

Baker windmills in which all operating parts of the engine are run inside an oil-filled housing.

Howard J. Cliff has been appointed manager of the tractor service department of the Allis-Chalmers Mfg. Co., Milwaukee, Wis. For several years Mr. Cliff was with the Hart-Parr Co.

A combination tractor hitch, draft equalizer and shock absorber has been designed for the Fordson tractor by the Burd High Compression Ring Co., Rockford, Ill.

The Standard Wheel Co., Terre Haute, Ind., has discontinued the manufacture of wagon wheels and will confine its operations in future to the manufacture of malleable castings.

Henry M. Kinney, of Winona, Minn., well known for many years as general manager of the Winona Wagon Co., died at his home recently at the age of 71, of heart disease.

The plant of the Ledoux Jennings, Limited, manufacturers of automobile tops, trimmings and bodies, carriages and sleighs, Montreal, was destroyed by fire, with a loss of about \$500,000.

Daniel Best, founder of the business now known as the C. L. Best Tractor Co., and one of the pioneers in the steam traction industry, died at his home in San Leandro recently at the age of 89 years.

The International Harvester Co. has ordered plans for the erection of a four-storey concrete and brick building, 100x150 feet as an addition to its plant at Milwaukee.

The Drew Line Co. has been organized at Fort Atkinson, Wis., and has taken over the assets and good will of the Waterloo, Wis., plant formerly owned by the Aspinwall-Drew Co.

Operations of the J. I. Case Plow Works Co. at Racine were materially enlarged during the past two weeks, when from 300 to 400 men resumed their places in various departments.

The Hercules Motor Corporation is the name of a new company, with a capital stock of \$300,000, which has taken over the entire plant of the Hercules Motor Company, Canton, Ohio.

C. I. Buxton, secretary of the Minnesota Implement Dealers' Association, has been elected president of the National Federation of Mutual Fire Insurance Companies.

The Atlas Specialty Mfg. Co., Morgan St., Chicago, Ill., makes several kinds of equipment for tractors. These include cushions for tractor seats, radiator covers, distributor covers and magneto covers.

With an authorized capitalization of \$100,000, the Smith Grubber Co., La Crescent, Minn., has incorporated its business. Machines for grubbing stumps and clearing cut-over land are manufactured.

F. J. Arend, president of the De Laval Separator Co., New York, and P. M. Sharples, president of the Sharples Separator Co., West Chester, Pa., have been chosen vice-presidents at large for the World's Dairy Congress.

The T. Eaton Co., Limited, Toronto, have taken over the plant of the Hercules Rubber Co., Brampton, Ont., and will operate it under the name of the Brampton Tire & Rubber Co. E. M. Cockin will remain as manager.

The International Harvester Company will open a permanent show room in the Park-Lexington Building, New York City. It is claimed that this is the first permanent show room of this kind in America.

The Cleveland Tractor Co., Spokane, Wash., reports that the Cletrac has been moving in fair quantities during the season. Many of the machines have been shipped to the British Columbia and Alberta provinces.

A formal dissolution of the Chas. A. Stickney Co., of St. Paul, has been ordered in the courts. The company was formerly a leading manufacturer of gasoline engines, but several years ago sold its business and plant and ceased manufacturing.

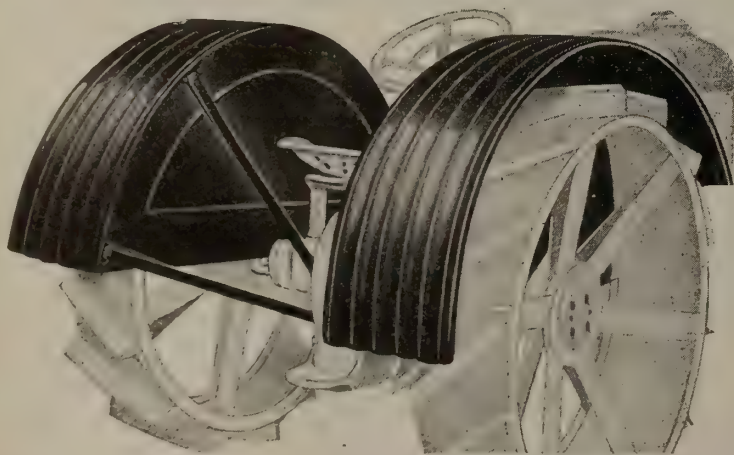
The Matthew Moody & Sons Company, of Terrebonne, P.Q., has developed a new potato digger, to be operated by tractor power. A satisfactory volume of business is being done with this new digger in Quebec and Ontario.

Another new product has just been added to the line of farm implements, manufactured by the Stover Manufacturing & Engine Co., of Freeport, Ill. It is termed the Stover No. 57 Saw Frame and is especially designed for use with Fordson tractors.

The Marvel Equipment Co., Cleveland, Ohio, manufacturers of oil and grease pumps, portable outfits, oil and gasoline handling equipment, are establishing a Canadian branch at Belleville,

Fordson Tractor Fenders

A Profitable Sales Opportunity for You



Dealers can sell them to every Fordson owner in their district. Protect the driver and gearing. Keep dust from wheels out of driver's face. Made of heavy, galvanized, corrugated iron, painted black. Strongly reinforced. Iron Braces, with bolts, nuts and washers, are supplied. The braces are bolted to tractor at points where holes are already bored. No drilling necessary. They can be attached with no trouble. Let us ship you a sample. Show them—Sell them.

REASONABLE PRICE—ATTRACTIVE TRADE DISCOUNT

The Metallic Roofing Co. of Canada Ltd.

797 Notre Dame Avenue

(Manufacturers)

WINNIPEG

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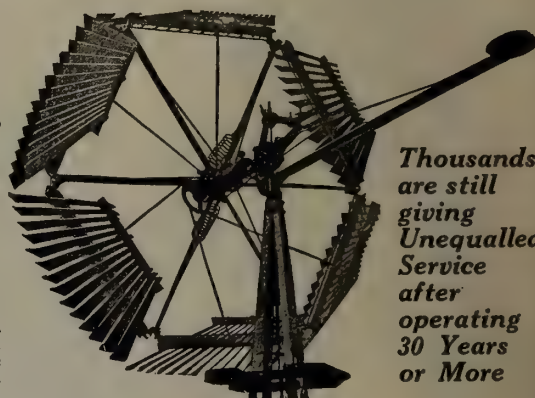
Vaneless

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WINDMILLS

*"The Cheapest
Pumping Power
in the World"*

The Only Real Vaneless Mill sold in Canada. It will withstand any cyclone. A wonderful investment for the farmer. Two sizes—10 and 12 feet.



*Thousands
are still
giving
Unequalled
Service
after
operating
30 Years
or More*

There's Profit in Them—for both Farmer and Dealer

Removable brass bearings, surrounded by grease cavities, give perfect lubrication. Positively governed—safe in any wind pressure. Longer life—minimum pumping cost. Equally efficient in deep or shallow wells, large or small cylinders. This mill is adapted to any tower—3 or 4-post or to a mast. A complete stock of mills and repairs is carried in Brandon. We also sell steel back-gear mills in 5, 8, 10 and 12 feet sizes. Get prices on our pumps, pump-jacks and cylinder lines.

Sold through Dealers only—Write for Details

Baker Mfg. Co., Evansville, Wis., U.S.A.

Canadian Distributor:

P.M. AMES, BRANDON, MAN.

Columbia Dry Batteries

—they last longer



Stays on the Job!

Connect a Columbia "Hot Shot" Battery to the ignition system of your tractor or gas engine. Nothing ever gets out of order or requires adjustment. It's just a single, solid package of ready power in a weather-proof Steel Case. You can get a Columbia "Hot Shot" at implement, electrical and hardware stores; auto-accessory dealers and garages. Just ask for the Columbia "Hot Shot" Dry Battery—and insist on getting it.

CANADIAN NATIONAL
CARBON CO., LIMITED
Montreal Toronto Winnipeg



"STANDARD" FANNING MILLS

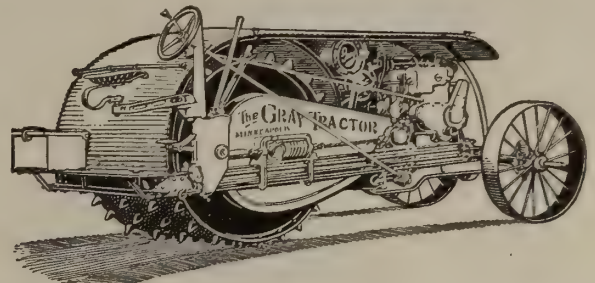
Clean the Crop—Reducing the Dockage—Raise the Grade and Also the Price



Built in
Four Sizes 24, 32, 40 and 48 inch

"Standard" Mills are guaranteed to perfectly separate Wild and Tame Oats from Wheat and Barley. Also clean and grade Wheat, Oats, Barley, Flax, Rye, Timothy, Alfalfa and all grass seeds. They clean and grade more wheat in an hour than any other fanning mill made, and DO IT TWICE AS WELL. The "Standard" is an all-purpose, large capacity machine which is meeting the requirements of the most particular farmer and seedsman. DEALERS:—Don't forget to write for our special Fall terms. The Dealer who gets the "Standard" Agency, gets the Mill business. Manufactured by

THE STANDARD FANNING MILL CO.
WINNIPEG - - - MAN.



"GRAY" For Fall Plowing

The "Gray" is the ideal tractor for fall plowing.

The WIDE DRIVE DRUM gives greater traction. It rolls everything flat before the plows without packing the soil. Every furrow turned is uniform and the stubble and weeds are buried.

Direct drive from engine to drum, no differential—no bevel gears—no loss of power.

It will pay you well to handle the 22-40 Gray Canadian Special.

Gilson Farm Equipment is a Reliable Line to Handle

Gilson Pipeless Furnace!

Here is a line that will give you good profits during the fall and winter season. A model to meet every requirement. Write for particulars.

GRAY TRACTOR CO
OF CANADA LTD
Dept.
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GILSON

Cream Separator

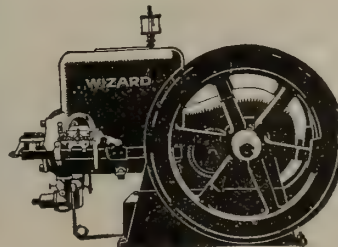
150, 300, 450, 600 and 900 lb. sizes. Can be used for hand or motor drive. Skims a thin or rich cream as desired, and takes out all the butter fat. Interchangeable discs; self-balancing bowl. Straight and spiral type gears make easy running. Easy to clean.



Gilson Wizard Engines

1 3/4, 3 1/2, and 6 H. P. Sizes

High-class design and construction. Develops power well above rating. Throttle governed with built-in oscillating magneto. Smooth running on either gasoline or kerosene. Recommend themselves and fully guaranteed.



Also GILSON Ensilage Cutters, Silos and Barn Equipment

Write for Full Information

THE GRAY TRACTOR CO. of CANADA

LIMITED

298 ROSS AVENUE - WINNIPEG

Ont. They have applied for a provincial charter for \$40,000.

The Moline Plow Co., Moline, Ill., announces the company's intention to segregate the automobile business conducted under the name of Stephens Motor Division at Freeport, Ill., and to offer for sale some of the company's farm equipment manufacturing units.

The J. L. Owen Co. of Minneapolis manufacturer of grain cleaning machinery, has brought suit for damages against the Minnesota State Agricultural Society, asking damages in the sum of \$56,000 as a result of the fair association cancelling a lease for a building in the fair grounds. The company had leased the building since 1905. Differences arose over a disputed light and power bill.

Pryor With New Publication

The Northwest Tractor and Truck Dealer, Minneapolis, announces that the publication has been acquired by an organization headed by L. C. Pryor, formerly editor of Farm Implements and Tractors of Minneapolis.

Paying a dollar for a handkerchief is too much to blow in.

**Elevates
Cleans
Grades
Grain
Takes Out
Dust-
Smut-
Rust**



**LIBERTY
GRAIN
BLOWER**

Air blast fills bins or cars in one operation. No inside shoveling. One man can operate to capacity of 2,000 to 4,000 bushels per day. Price about half of old style elevators. Pays for itself. New Folder Free to grain growers and buyers.

LINK MFG. CO.,
Dept. F.
Portage La Prairie, Man.

PIONEER IMPLEMENT MAN DEAD

Henry F. Anderson, the oldest member of the wholesale implement trade in the Canadian West, died at his home, 515 Wardlaw Ave., Winnipeg, on September 10, aged 61 years.

Connected with the Tudhope-Anderson and Emerson interests for many years, the late Mr. Anderson was known to dealers all over the West. Of a quiet and retiring disposition, his kindly and genial personality will be missed



HENRY F. ANDERSON

in implement circles, as one who was, in every way, an ideal implement man, universally esteemed and highly respected by all connected with the implement business.

The funeral, held in St. Luke's Church, was attended by a large and representative gathering of the wholesale implement trade in Winnipeg, who followed the remains to their last resting place in St. John's cemetery.

In voicing his sorrow at the passing of one with whom he had been in contact for many years, C. S. Brantingham, president of the Emerson-Brantingham Company, said, and truly:

"Harry Anderson was one of the finest types of men that I have ever known. He was a thorough implement man; a man of the highest integrity; and always a gentleman. He was the kind of man that you always liked to meet and to do business with."

The late Mr. Anderson was born in Newcastle, England, and educated at King William College, Isle of Man, also in Switzerland and other European countries. Mr. Anderson was an accomplished linguist, and had travelled extensively throughout the Orient, Australia and New Zealand. Immediately following the war he was appointed an advisory member of the Canadian Farm Machinery Commission, sent to France by the Canadian Government in order to evolve means of supplying the devastated areas in France with farm equipment.

He came to Canada in 1880, and for two years studied agriculture at the Ontario Agricultural College. In 1882 he took up land at Oak River, Man., and farmed until the Rebellion in 1885, through which he served with the old 91st Batt. After the Rebellion he was appointed collector for Manitoba for the McCormick Harvesting Machine Co. He continued with this company until 1889, in which year he formed a partnership with the late Joe Bryan, and took on the Emerson, Tudhope and Chatham lines. In 1906 Tudhope, of Orillia, Ont., joined the business, which was extended to cover Alberta, the firm being known as Tudhope-Anderson and Co. In 1909 the Tudhope-Anderson Co., Ltd., was organized, Mr. Anderson continuing as Manager until he severed his connection with the company in 1919.

In November, 1919, he formed the Anderson-Roe Co., Ltd., acting as president and general manager. The company had its head office in Winnipeg with branches at Regina, Saskatoon and Calgary, and distributed the complete line of the Emerson-Brantingham Implement Co., Rockford, Illinois. Some two years ago the Anderson-Roe interests were absorbed by the Emerson-Brantingham organization, the late Mr. Anderson continuing as manager over the business in Manitoba territory. Following a severe illness while in France and England in 1918, Mr. Anderson had been in failing health for the past two years, but was only confined to bed for two weeks, death being due to bronchial trouble.

With over 38 years experience in the implement, tractor and farm equipment business in Western Canada, Mr. Anderson was widely known to the implement trade in both Eastern and Western Canada, and his passing will be mourned by a wide circle of friends.

The deceased is survived by his widow, who is a daughter of the late Col. Codd, of Winnipeg, and brothers in England, India and Australia.

Into The Twilight

Some time at eve, when the tide is low,
I shall slip my moorings and sail away,
With no response to a friendly hail
Of kindred craft in the busy bay.
In the silent hush of the twilight pale,
When the night comes down to embrace
the day,
And your voices call o'er the water's
flow.

Some time at eve, when the tide is low,
I shall slip my moorings and sail away,
Through the purpling shadows that
darkly trail
O'er the ebbing tide of the Unknown
Sea,
And the ripple of waters to tell the
tale
Of a lonely voyager, sailing away
To the Mystic Isles, where at anchor
lay
The crafts of those who have sailed be-
fore
O'er the Unknown Seas to the Unknown
Shore.

A few who have watched me sail away
Will miss my craft from life's busy
bay;
Some friendly barks that were anchor-
ed near,
Some loving souls that my heart held
dear,
In silent sorrow will drop a tear.

But I shall have peacefully furled my
sail
In moorings sheltered from storm and
gale,
And greeted friends who have sailed
before
O'er the Unknown Sea to the Unknown
Shore.

President for Moody & Sons

At a meeting of the board of directors of the Matthew Moody & Sons Company, implement manufacturers, of Terrebonne, P. Q., held recently, George Moody, who formerly held the office of Vice-President, was elected President, to fill the vacancy caused by the death of the late Henry Moody. F. W. Gigax, in addition to being general manager, was elected Vice-President.

Canadian Implements Shown in France

Canadian farm machinery is strongly represented in the travelling exhibition of Canadian products now touring through France. All the natural and manufacturing resources of Canada are displayed in vehicles drawn by eighteen tractors, which have already visited the towns in the north of France and are now proceeding to Lyons and Bordeaux.

Will Manufacture Aspinwall Line in Canada

The John Watson Co., Inc., Houlton, Maine, who recently acquired the Canadian business of the defunct Aspinwall Mfg. Co., is to move the plant of the Aspinwall Canadian Co. at Guelph, Ont. to Woodstock, New Brunswick. The manufacture of the Aspinwall lines will be continued. The purchase included all of the Canadian business on Aspinwall potato planters, potato diggers, cutters and sorters.

The John Watson Co. announces that it will be in position to furnish machines and parts for the Canadian trade. The business will be continued at Guelph for the present under Mr. Jacques, who has been in charge of the factory for a number of years.

Gigax in West

F. W. Gigax, vice-president and general manager of the Matthew Moody & Sons, Co., Terrebonne, Que., recently returned to his desk from a two weeks visit to the branches of the company at Saskatoon and Edmonton. He states that in the past 15 years he has never seen better crops in the two western provinces he visited.

Mr. Gigax reports that his company has effected a sales arrangement in Ontario with the Fordson organization. While this connection was only made very recently, many machines have already been shipped to Fordson dealers. Cars of Moody "Victor" threshers have been forwarded to dealers throughout that province.

Home for Christmas Via CANADIAN PACIFIC STEAMSHIPS

FROM		
Quebec	—Nov. 3, S.S. Montclair.	to Liverpool
Montreal	—Nov. 7, S.S. Melita	to Cherbourg, Southampton, Antwerp
"	—Nov. 8, S.S. Marburn	to Belfast, Glasgow
"	—Nov. 9, S.S. Montclare (New)	to Liverpool
Quebec	—Nov. 10, S.S. Emp. of France	to Cherbourg, Southampton
Montreal	—Nov. 15, S.S. Marloch	to Belfast, Glasgow
"	—Nov. 16, S.S. Montcalm (New)	to Liverpool
"	—Nov. 21, S.S. Minnedosa	to Cherbourg, Southampton, Antwerp
"	—Nov. 22, S.S. Metagama	to Belfast, Glasgow
"	—Nov. 23, S.S. Montrose (New)	to Liverpool
Quebec	—Nov. 28, S.S. Montclair	to Liverpool
St. John	—Dec. 7, S.S. Montclare (New)	to Liverpool
"	—Dec. 13, S.S. Melita	to Cherbourg, Southampton, Antwerp
"	—Dec. 14, S.S. Montcalm (New)	to Liverpool
"	—Dec. 15, S.S. Marloch	to Belfast, Glasgow

SPECIAL TRAINS will be run from Western Canada directly through to the ship's side. NO TRANSFER—NO DELAY

Apply local agents; or write
W. C. CASEY - General Agent
364 MAIN STREET, WINNIPEG

Many Real Advantages

FARMERS were never more deeply interested in improving their condition, than now. Efficient machines are needed everywhere. The progressive dealer has never had a better opportunity to help the farmer improve his condition, and make more money, by the use of better and more efficient machines.

We know the retail implement dealer is an essential link between the manufacturer and the farmer. That we ourselves may progress, we believe our dealers must also progress and we have shaped our policies to that end. Our dealer policy is especially attractive. Our contract has many definite advantages that progressive dealers should not overlook:

1. **Reputation.** The Company was founded in 1842 and for 81 years has grown in the esteem of farmers everywhere because of its honest products and dealings.
2. **Quality Product.** Case tractors, threshers, and power farming machinery are noted for their superior qualities of design and construction.
3. **Extensive Line.** A line of power farming machinery sufficiently extensive to meet the requirements of every farmer and of every condition in your community.
4. **Large Manufacturing Facilities.** Unexcelled facilities for producing in quantity high grade machinery to sell at volume prices.
5. **Large Sales Organization.** A large, well organized and efficient sales force that will miss no opportunity to assist at any time.
6. **Mail Selling Campaigns.** A definite plan for developing sales that has meant success to many Case dealers.
7. **Effective Advertising.** Forceful sales messages in leading farm journals and other effective advertising to the best farmers in every section.
8. **Dependable and Prompt Service Facilities** insure Case-owner satisfaction.

With a Case contract you are assured of an opportunity to make money. Your territory will be made as extensive as you can serve efficiently.

J. I. CASE THRESHING MACHINE COMPANY

Dept. K44

Racine

Wisconsin

FACTORY BRANCHES:—Alberta: Calgary, Edmonton. Manitoba: Winnipeg, Brandon. Saskatchewan: Regina, Saskatoon. Ontario: Toronto.



NOTE: We want the public to know that our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Company

Getting on the Job—First

Time was when the West was considered a terrain inhabited by incurable optimists, but in the farm machinery trade there seems to be, of late, a tendency to swing too far the other way. We are a people prone to extremes, possibly due to our climate. Today, to hear some men talk, one would think that farming was to cease for ever, and that the implement trade was a dying dynasty.

We can see no reason for anything but a very optimistic outlook for the West. We have harvested a splendid crop. Prices are not what the farmer would like. Have they ever been? We regret that the farmer's produce does not have a fair exchange value as compared with what he has to buy—but he can buy more implement value for his dollar than he can of practically any other commodity.

What we need today is a change in farming methods, and a change in viewpoint on the part of those who are spreading the gloom-gospel. We need less cackle and more canvassing—less sadness and more salesmanship.

The crop over most of the West is very good. Implements will be in demand and the men who go after the business will get it. The trouble today is that there are many claimants for the farmer's dollar—and the implement man must be on his toes to get his share of business. A false impression of the dignity of business gets one nowhere. Business will not come to those who sit in their office and bemoan conditions. While they claim that the bottom has dropped out of business there are other men out selling the farmer, and getting the business.

Hustle for business—don't wait for it. It is no good to say that implements are a fundamental need. We know that they are wealth producers, that they earn the money to buy other farm necessities. Logically they should come before any other line, from the standpoint of sales, of luxuries or semi-luxuries. But the fellow who is selling a \$75 radio outfit is on the job, and he may sell this diversion while the dealer is wondering why he did not sell more plows this fall. The bustling book agent, the aggressive automobile man and the smooth piano salesman are all on the job, and the daughter of the house can see no darned use for a manure spreader as compared with a piano.

Again the farmer's wife may feel that now they have some money, a new set for the living

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

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812 CONFEDERATION LIFE BLDG.

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Single Copies, 15 cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Tractor, Implement and Power Farm Machinery Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Member U. S. National Association of Farm Equipment Manufacturers
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, OCTOBER, 1923

room, or some few home improvements she needs are more essential than a stationary engine. Even the ubiquitous oil stock salesman can slip in and smash, for this season, the sale of several implements.

The farmer has as good judgment as any man, but he is human and vulnerable. Real salesmanship will get to his pocket-book and today nothing counts so much as the determination of the live implement dealer to get on the job first, and to beat the other fellow to the business. Your work cannot be confined to the four walls of your store. It lies in the territory. Like a good hunting dog, the salesman for any of the above lines is searching the field, and he hangs on like glue when he locates a prospect.

What we need is more pep and perspiration—more of the old-time hustle that sold implements—right at the farmer's door—before the first phonograph squealed or the first automobile coughed its way along the trail. The dealer, to get the business, must be a go-getter not a gloom-groucher. Persistent farm visits over the entire trade territory served, personal solicitation and the pushing of every line that holds an opportunity for sales will bring the dealer convincing proof of the value of the old-time spirit and

old-time sales methods of the retail implement trade. Get out and get in the race to get the big share of the farmer's business. The canvasser will find the tide of sales resistance less in the home than on the sales floor. Have you ever heard of the financial failure of companies who employ a house-to-house canvasser instead of selling their goods from a store? Personal solicitation pays—every time. Try it from now on.

Machine Milking Saves Money

In advancing arguments for the sale of mechanical milkers the dealer can induce interest by facts shown in a recent investigation into the cost of hand milking compared with machine milking.

The labor requirement for a hand milked cow per annum was 133.9 hours per cow, and for a mechanically milked cow was but 81.5 hours. In herds of less than twenty-five cows, the average annual expense of caring for mechanically-milked cows was \$20.55 per cow, and in herds of more than twenty-five, \$17.49 per cow. This difference of \$3.06 (\$1.11 for labor, \$1.31 for power and \$0.64 for the milker) shows that as the size of the herd increases, the cost of mechanical milking per cow decreases. Where hand-milking is employed the cost remains about constant.

Diversified Farming Will Benefit Trade

One of the most heartening features in connection with Western farming this year is the enormous increase in the corn crop grown. This season will see a record acreage in the West devoted to both grains and fodder crops. Corn is now firmly established as a Western Canadian crop, and we find corn being grown not only in the southern parts of the provinces but away north as far as Prince Albert, where they are having the first corn show to be held in Saskatchewan. Corn is being grown from the International boundary up to the Peace River district and as far east as the borders of Manitoba and Ontario. In Alberta alone over 27,000 acres were planted this season.

Corn has come to stay. In the past five years corn production in Manitoba increased 250 per cent., Saskatchewan 500 per cent. and Alberta 1,915 per cent. In all cases, in 1922 the value of an acre of corn was practically double the value of an acre of wheat—without counting the value to the land on which it was grown.

Corn means more live stock, more dairying, better farming and more assured revenue for the farmers. It is a definite proof that farmers are heading away from the curse of the one-crop system. Mixed farming is here, and with it we see silos going up all over territory where formerly you could drive for days and never see a silo. Farm feeding and better stock will be the result. This is a splendid type of development. Any small grain crop takes but ninety days work from start to finish, leaving the farmer with nine months of the year to produce something else. In the past this has too often been a period of non-production—during which he simply spent the restricted revenue he had from his grain crop. He spent nine months possibly talking politics instead of raising pigs—but that did not maintain success in grain farming.

The future of the Western farmer lies in diversification of crops, and if he has not now learned his lesson he never will. Money lies in the cow, the sow and the hen as well as in grain. Wheat has proved a disappointment before and will do so again. We do not mean that the wheat areas should not specialize in wheat. They will and they should, but they must also devote large acreages to the production of other crops and livestock. The

answer to dollar wheat is more dairy cows, more hogs, more hens, more sheep. Raise less wheat and more meat—and that covers everything from steers to pullets. No man can make a dependable living from, at the outside, four months work a year.

We know what continued grain growing takes from the soil. A ton of butterfat, worth about \$900, removes from the farm about 50 cents worth of fertilizing elements. A ton of whole milk, worth say \$45 to \$50, removes more than \$2 worth of elements. The feed required to produce a ton of butterfat, if sold from the farm, would remove \$400 worth. Can't the milk be used on the farm for the hogs and chickens?

It is only sense that every farm, regardless of the method of farming or of the crops raised,

should have a few good milch cows to provide enough milk, cream and butter for home use, enough skim milk to raise some calves, pigs and chickens and enough cream and butter to sell to pay, in part or entirely, current living expenses.

The growth of fodder crops, mixed farming and dairying, means new sales outlets for dealers. They will have better and more prosperous customers, will place more silos, corn machinery, ensilage machinery, engines, and dairy equipment of all kinds. We will have less of the depression cycle that must inevitably affect the growing of nothing but cereal crops. In pointing out the value of diversified farming to his customers the dealer will be doing good educative work in his community.

Business Changes—Personal Items

W. Organ is owner of a harness business at Raymond.

W. H. Gill has discontinued his implement business at Regina.

G. D. Randle is selling out his automobile business at Beiseker.

Charles Lamb is owner of a harness store at Viking.

R. T. Wright has started in the harness business at Hardisty.

L. Chayer is a new harness dealer at Sunnynook.

Partnership is dissolved in the Banff Vulcanizing Co., at Banff.

Ivan Bruce, harness dealer at Roland, has sold out to J. Reuter.

G. G. McDonald has discontinued his business at Weldon.

The Neepawa Harness Co., Limited, is taken over by the Neepawa Harness Co.

W. Hargraves, a well known automobile dealer at Kamloops, died recently.

Fire loss was suffered recently by the Brandon Machine Works, Brandon.

Change in ownership is reported for the Sterling Garage, Winnipeg.

The Regina Motor Co., Ltd., was recently incorporated in that city.

H. Fraser, harness dealer at Ridgedale, suffered fire loss last month.

The City Battery & Electric Co., Saskatoon, is a new incorporation.

Northern Motors, Winnipeg, are discontinuing operations in this city.

The stock and fixtures of the Saskatoon Harness Exchange have been sold to M. L. Lawton.

H. E. Wheeler now has sole control of the auto business at Edgerton, formerly operating as Wheeler & Deahn.

N. E. Nahornoff, automobile dealer at Verigin, suffered loss by fire last month.

Christopherson & Molle, auto dealers at Watson, have dissolved partnership.

F. Teters has opened a new auto and tractor repair business at Claresholm.

George Beverage has opened a new automobile business at Austin.

M. Clements, dealer at Cartwright, has sold out to J. H. Newman.

H. Towns has bought out the business at Griswold formerly operated by H. E. Carlisle.

H. N. Johnson, automobile dealer at Sylvan Lake, has sold out to J. B. Hagerman.

The Lipton Automobile & Implement Co., Lipton, Sask., was burned out recently.

McConica Bros. have bought out the automobile business of W. F. Schmale, at Luseland.

H. E. Hamilton, dealer at Unity, looks for a good increase in business this Fall.

The Lanigan Garage, Ltd., have added a line of hardware and farm equipment to their business.

Change in ownership takes place in connection with Automobile Painters, Ltd., Regina.

It is reported that J. Decker, automobile dealer at Eston, has closed his business at that point.

The Curtis & Oxford Machine Co., Edmonton, have had a rearrangement in connection with their business.

The Readshaw Auto Repair Works, Fort Street, Winnipeg, have sold out to the Motor Mart, Ltd.

H. J. McLean, equipment and garage dealer at Grandview, has

sold out the garage end of the business to J. G. Mulligan.

Application is made to change the name of Knight-Higman Motors, Vancouver, to Knight Motors, Ltd.

A commercial report states that Winnipeg Motor Cars, Ltd., St. Boniface, Man., have assigned to the Traders Trust Co.

F. R. Robertson, implement dealer at Bladworth, is reported to have sold out to J. W. Tanglesley.

F. Letcher has bought out the automobile business at Drinkwater formerly carried on by Letcher & Riva.

The name of the Govan Motor & Machine Co., Govan, Sask., has been restored to the register of companies in that province.

Bellefleur & Robillard, automobile men at Verwood, have sold out their interests to Vaudrin & Normand.

The implement business of the late G. H. Hurlburt, who operated at Wolseley and Glenavon, will be discontinued.

W. Sherman, implement dealer at Ethelbert, has taken a partner into his business, which now operates as Nickolishen & Sherman.

J. C. Little, auto dealer at Woodrow, is reported to have sold out to a dealer named McLaughlin.

Hill & Gregg, Reston, state that thrasher sales have been good, but that few cars will be sold in that district.

Diggle & McLeod, dealers at Kelfield, report good tractor business, with car sales improving and prospects good this Fall.

Lockhart & Birkinshaw, dealers at Rapid City, report good tractor business and for line drives for Fordsons.

The Allan Garage, Allan, have taken the Star & Durant agencies. Implement sales are good in this district.

We regret to note that in a fire at Meyronne, Sask., on September 22, the implement store of P. L. McNicol was destroyed. The loss involved was \$5,000, while the gas and oil station with a value of \$2,000 was also wiped out. The fire did damage to local businesses to the value of \$57,000.

The garage and tractor business of Hamblin Bros., at Dominion City, was burned out last month. The loss is covered by insurance.

Kaszowski & Strecker, implement dealers at Beausejour, have dissolved partnership. In future J. Kaszowski will control the business.

On September 26, M. A. Fletcher, implement dealer of Colgate, Sask., was severely injured when the automobile in which

he was riding was struck by a C.N.R. special grain train, at a level crossing.

The Prince Albert Motor Sales Co. are reported sold out to Long & Green. The new firm should be good collectors, if there is anything in names.

Western Steel Products, Ltd., Winnipeg, manufacturers of sheet metal goods and farm equipment, has been granted a Dominion charter.

H. Brickwell, Fielding, states that thrasher business has been fair, and that the business outlook is steadily improving in his district.

E. M. Robertson, Regent, reports fair tractor and thrasher trade, with a strong local demand for vaneless windmills. Car trade is slow.

W. N. Robinson, manager of Robinson-Alamo, Ltd., Winnipeg, distributors of lighting plants and dairy equipment, recently spent a week visiting the dealers in Manitoba territory.

F. E. Kenaston, of the Minneapolis Threshing Machine Co., Hopkins, Minn., spent a few days last month with T. Roney, manager of the Winnipeg branch of the company.

J. D. Turner, Central Butte, says that the thrasher business in that locality is the heaviest for 12 years, between twenty and thirty outfits having been sold by one firm.

F. R. Mather, dealer at Bulleya, has got the Ford agency. He has done well with his thrasher line this season. In the same town C. C. Miller, E. B. dealer, reports satisfactory business.

J. Polson, head of the Twin City Separator Co., Minneapolis, spent a few days at the Winnipeg factory early in the month going into business matters with P. J. Grout, manager of the Twin City organization in Canada.

Walter & Sons, Melville, reports good implement business, with a large volume of twine sold. Thrasher and tractor sales have been very good, and automobile business fair. The farmers in this territory are starting to buy their implement requirements.

D. N. Jamieson, western Canadian manager for the R. A. Lister Co. of Canada, Ltd., recently returned from a visit to the Canadian headquarters of the company at Hamilton, Ont. En route east Mr. Jamieson visited the Phelps plants at Rock Island, Ill.

L. J. Mumford, manager for the Case Threshing Machine Co., Winnipeg, spent a week-end after the ducks at the end of last month. He reports a good bag. Mr. Mumford recently moved

into his new residence on Oakwood Street.

A Prugh, manager of the Gray Tractor Co. of Canada, Winnipeg, recently returned from a visit to the head office of his company at Minneapolis. He also went east to the Gilson plant at Guelph, Ont. The Gray organization are distributors for the Gilson line in the prairie provinces.

J. Ingraham, manager of the Carter - Mayhew Manufacturing Co., 839 Henry Ave., Winnipeg, spent a week last month at the Minneapolis office of the company. Mr. Ingraham reports a very good demand for their line of Carter disc grain cleaners this Fall.

George Guy, formerly engineer of the Public Utilities Commission, Winnipeg, left recently for Orillia, Ont., where he takes up duties as managing director of Tudhope-Anderson Company. On leaving the city Mr. Guy was presented with a gold watch by his brother engineers throughout Winnipeg and the province.

J. P. Laverdiere, dealer for the J. I. Case Threshing Machine Co., at Wolseley, Sask., recently held a very successful plowing demonstration with the Case 15-27 and Grand Detour plows. The sale of two outfits followed, and many farmers are live prospects for later sales, according to Mr. Laverdiere.

H. C. Furney, who has been sales manager of the Winnipeg branch of the R. A. Lister Co., Winnipeg, for some time, and who has travelled for that company for the past nine years in Western territory, recently resigned and accepted the position of district manager for the Grolier Society, in Manitoba and Saskatchewan.

We regret to note the death, on September 14th, of James McNicol, a pioneer farmer and business man of Glenboro, Man. Among his children are Mrs. M. J. Carrothers, wife of the manager of the Advance-Rumely Thresher Co., Winnipeg, and Percy McNicol, who is engaged in the implement business at Meyronne, Sask.

H. W. Hutchinson, president of the Sawyer-Massey Co., Hamilton, Ont., recently returned to that city after a visit to the branches of the company at Winnipeg, Saskatoon, Regina and Calgary. He was very favorably impressed with the western crop, but believes that mixed farming is essential to assure more stable conditions in western agriculture.

In connection with community celebrations the good citizen is ever ready to help. W. E. McKenzie & Son, McCormick-Deering dealers at Vermilion, in helping out a local parade in that town, dressed up a McCormick-

Deering 15-30 tractor and a McCormick wagon, which proved to be the feature of the parade. Other dealers would find this stunt of value as advertising their lines.

J. H. Redden, former manager at Winnipeg for the J. I. Case Threshing Machine Co., accompanied by his family, returned to his home in Topeka, Kansas, early in the month after spending an enjoyable holiday in Winnipeg. Mr. Redden had some good duck hunting while in Manitoba, and renewed old acquaintances. He is now managing large flour mill interests at Topeka.

C. J. Brittain, vice-president in charge of sales of the Canadian Fairbanks-Morse Co., Montreal, accompanied by Mrs. Brittain, has returned east after a trip through to the west coast and Alaska. Mr. Brittain visited all the western branches of the company, the manager of the Vancouver branch accompanying him north to Alaska, having a splendid trip. He believes that the west has no reason to feel pessimistic, for in his experience he never saw better crops or a brighter outlook for business. The company's eastern industrial business is increasing fast, and they feel that the corner to good times has been turned.

The old-timers in the implement trade are passing, but we are glad to note that H. E. Hamil-

ton, Unity, still continues to pile up big sales each year for the International organization. Mr. Hamilton dates his first experience with the Deering line at Sidney, Man. Since 1909 he has sold the line at Unity, to which point he moved from Sidney. He is one of the oldest Harvester representatives in Canada. Branch manager R. H. Potter, Saskatoon, says that Mr. Hamilton's success lies in the fact that he gives his customers the best goods and service. He has an enviable reputation for square dealing, and in two different years sold the largest volume of goods of any dealer under the control of the Saskatoon branch of the Harvester organization.

Winnipeg Wholesalers Meet

The Winnipeg Wholesale Implement Association held their regular monthly meeting in the Marlborough Hotel, on September 10th. A large number of members attended. J. A. Tanner, manager of the International Harvester Co., was appointed representative for the wholesale implement interests on the board of business interests which will co-operate with the Manitoba Government in regard to credit conditions in the country.

A message of condolence was ordered sent to the widow of our late member H. F. Anderson, and same embodied in the records. The association then went into session on business effecting the trade, a two hour discussion being held.

Brewsaugh Joins Bear Organization

H. A. Reed, formerly western sales manager for the Allis-Chalmers Mfg. Co., at Kansas City, and R. C. Brewsaugh, formerly advertising manager and associate sales manager, at the head office at Milwaukee, have resigned to join the staff of Bear Tractors, Inc., New York.

Mr. Reed will continue at Kansas City as field sales manager for the Bear organization, and Mr. Brewsaugh will probably make his headquarters at Minneapolis. The latter will have charge of Block No. 6. As district sales manager he will supervise the Bear business in the Dakotas, Minnesota, Wisconsin, Iowa, Nebraska and Kansas. The Bear company is making a special drive for business in the industrial tractor field, paying particular attention to lumbering, mining and road work.

Let's have lighter whines.

Steady Service, Power and Economy for Fall Plowing

Sell them "EAGLE TRACTORS"

Two Sizes: 12-22 and 16-30 h.p.

Now is the time to go after your tractor prospects. As an outfit for Threshing, for all Fall and Winter belt and haulage needs, Eagle reliability and economy cannot be equalled.

Simple, strong, low-priced. Fewer parts, easier to operate, service demands practically nil. Heavy duty, twin-cylinder, horizontal, valve-in-head motors. 12-22 is 7x8 inches; 16-30 is 8x8 inches. Use gasoline or kerosene. Hyatt equipped; enclosed gearing and auto steering. Just as reliable as horses; cost less in the first place, cost less to maintain, and are as long-lived.



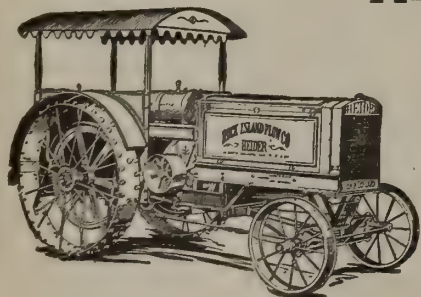
HEIDER—A Real All-Purpose Tractor

9-16 H.P.—12-20 H.P.—12-24 H.P.

Seven speeds, forward or reverse, all with one lever and on one motor speed. No transmission gears. Because of the wide speed range can be throttled down to use the minimum amount of fuel. Backed by a record of over 15 years field work, steady dependability and economy. Special heavy-duty Waukesha motors. Dixie ignition. Speed, 1 to 4 miles per hour.

Rock Island Tractor Plows

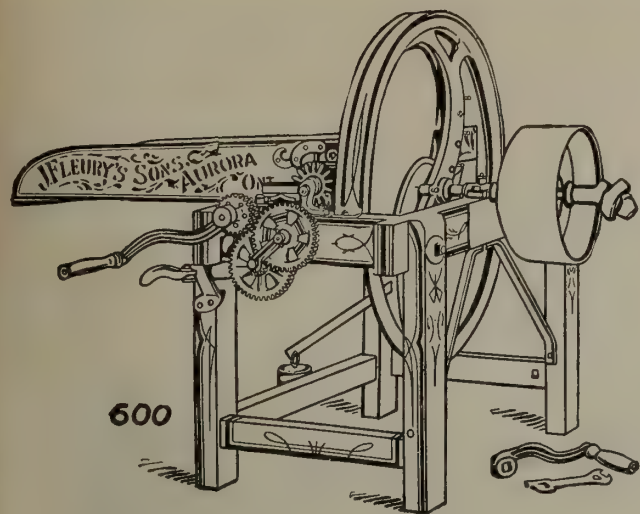
Equipped with the famous CTX moldboard—in 2, 3 or 4 bottom types. Operate perfectly with any tractor. Extra high clearance; high and level lift. Simple, positive clutch. Strong and heavily braced. Last for years and pull easily.



"Waterloo" Champion Separators—Leaders for Over 60 Years

Made in seven sizes—a model to meet every demand. For good work, big capacity and clean threshing, they are Canada's leading line. Also "Waterloo" Steam Engines in 16, 18, 22 and 25 h.p. Tie up with the "Waterloo" Line for 1924.

Waterloo Manufacturing Co., Ltd. Portage la Prairie, Winnipeg, Regina, Saskatoon

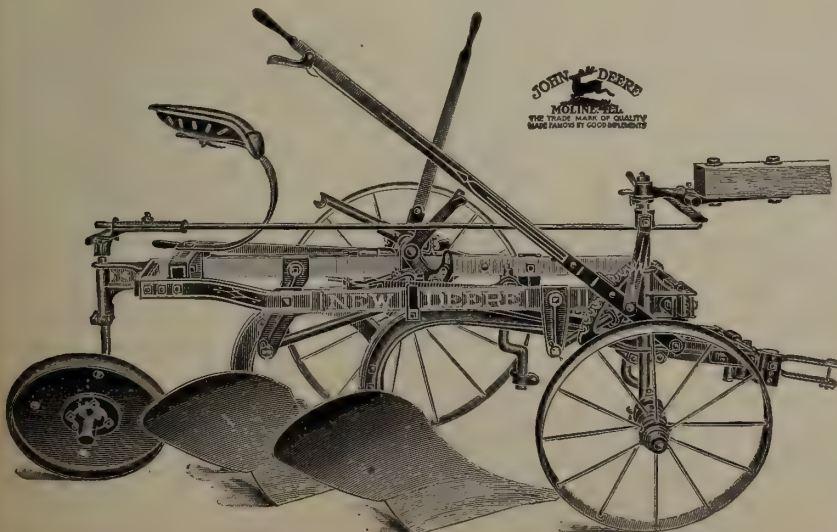


"FLEURY" Straw and Corn Cutters

Economy always appeals to the Farmer. "Fleury" Straw and Corn Cutters are strong and durable, easy to run. They enable the Farmer to cut down his winter stock-feed costs. "Fleury" Cutters will meet his exact requirements. The most all-round efficient "Fleury" Cutter is the No. 6 as illustrated. It can be supplied with 12 ft. straight-way carrier, reversible from end to end. The No. 6 (12 inch mouth) will cut from 5 to 10 tons of green corn per hour. Lengths of cut $\frac{3}{8}$ inch, $\frac{3}{4}$ inch and 1 inch. As Straw and Corn Cutters, The "Fleury" No. 6, with or without carrier, is unsurpassed by any cutter of the same size, and is superior to all other makes. Supplied CUTTER only (no carrier) or CUTTER with 12 ft. Straight-way Carrier, reversible from end to end.

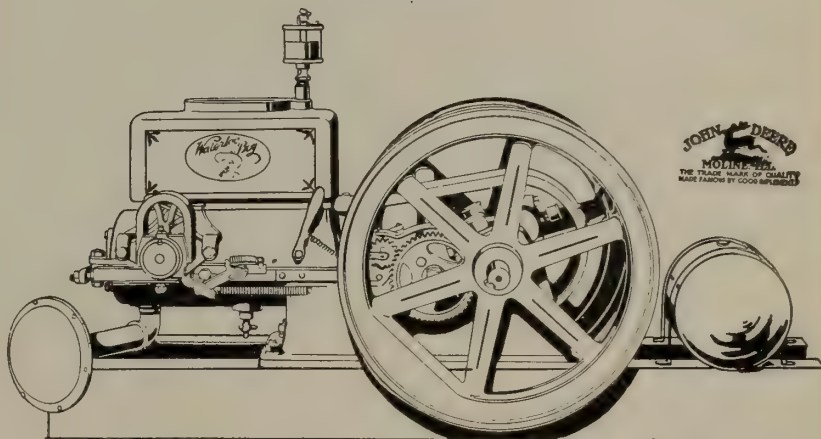


THE JOHN DEERE "40" is a new plow of remarkable qualities. Beams are of special strength, made of New Process, JOHN DEERE Steel. Purchasers are guaranteed against bending or breaking in the field. The self-adjusting "FORDSON" Hitch keeps the bottom running true and level at all depths. When once the "40" Plow is adjusted for Depth, with the Depth lever, the hitch point automatically regulates itself to correct line of Draft. Give these good points to the Farmer. The "40" Plow is a mighty good buy. How many can you sell?



Sell them the Famous JOHN DEERE

lines, they build a satisfied trade
Look these over and let us hear of
Your needs



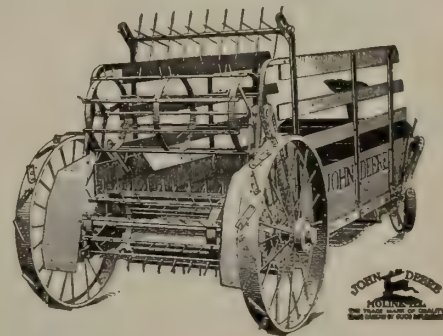
Built in Sizes 2, 3 and 5 Horse Power Only

The New Model "H"

HIT and MISS GASOLINE ENGINE

Here is the finest engine built for Farm use, or any other purpose demanding Fuel Economy and Maximum Power efficiency. MODEL "H" is very simple to operate; there are no complicated adjustments needed; its construction is as near "Fool Proof" as possible. No dry cell batteries are needed, the magneto furnishes the necessary ignition for starting as well as for operating. Once you have demonstrated the ability of the Model "H" you'll have no difficulty making the final sale. It's the smoothest running Engine on the market today.

JOHN DEERE MANURE SPREADER



No dealer needs to be reminded of the absolute need of this combination to intensive and profitable farming, also the possibilities there are in this particular selling field of farming implements. The John Deere Manure Spreader is the biggest factor in feeding the depleted soil, and preventing it from drifting. One man can easily put on or take off the Straw-Spreading Attachment in 30 minutes. The Beater is driven from the right hand wheel by means of sprockets and a heavy chain. A compression spring on the mounting arm relieves the starting strain and prevents breakage. Windshields keep the straw from blowing on a windy day. What are your needs in JOHN DEERE MANURE SPREADERS?

NEW JOHN DEERE GANG PLOW

With this fine John Deere implement you can be satisfied that you are selling your customers the Highest-Grade Wheel Plow it is possible to manufacture. It's Q.D. Shares guarantee splendid work and an immense saving in time and energy over the old laborious method of changing shares. This New John Deere Gang Plow has a foot and hand life. Either ONE or BOTH can be used. A small Boy could handle this Plow under all conditions. The lever folds off on the frame, out of the way, when not in use, and does not interfere with the operation of the footlift in any manner. Get in touch with us and let us supply you with complete details.

Let us Hear from You

JOHN DEERE PLOW CO. LTD.

WINNIPEG REGINA SASKATOON CALGARY EDMONTON LETHBRIDGE

Cutting and Stacking Grain in One Operation

Two years ago "Canadian Farm Implements" ran an article and illustration in connection with a harvester-stacker developed by Christiansen Implements, Ltd. Since that time the inventors, Mr. Christiansen and W. Jones, have perfected their machine and have improved it in many respects. This year several of these harvester-stackers have been manufactured at the John Deere factories, at Moline, Ill., and eight have been tried out in grain fields all over the United States. The inventors state that excellent results were had, and that this machine holds great possibilities for the machine industry as a unit which will increase the amount of grain cut in a given time, eliminate the use of binder twine, and save the high cost of labor incident to harvesting by the old method.

One of these harvester-stackers was operated on a farm near Headingly, Man., this fall. Operating in a field of barley that was badly infested with sow thistle and wild oats, it did remarkable work, cutting and stacking per-

fectly, and making as clean a job as could any binder. Hauled by a tractor, it cut and elevated the grain, formed it in a stack approximately 8 feet in diameter by 8 feet in height, dumping the stacks, which were well shaped and solidly set. It harvested the crop at a rate of from 35 to 40 acres a day.

The cutting mechanism takes a 12-foot swath, and is similar to that of the ordinary binder. It cuts and delivers the grain to the elevator which raises it and discharges the grain into the large cylindrical tank, designed so as to open in half, vertically. The scene showing the tank dumping a stack gives an idea of this part of the harvester-stacker. In the cutting or elevating mechanism there is no new feature apart from the width of the cut. The stacking device is the feature on which hinges its novelty as a harvesting unit.

As the grain comes from the elevating canvasses it drops into the tank, being distributed by means of a chute operated to distribute the grain as it falls into the tank. The bottom of the tank revolves, which causes the

grain to settle down solidly while a roller packer cut into the wall packs the side of the stack as it is being formed. When the grain fills the tank to the top another device, called a heading drum comes into play. This is a drum-like device which revolves packing the grain as it comes into the tank and forming the conical top.

and the operation is repeated. of the tank slides back to its place, the rear half which has been raised and then tipped forward to allow the stack to be dumped, comes back to position and locks automatically. The chute, which during the dumping operation has been closed again dumps into the tank the grain it has accumulated,



Front view of the harvester-stacker. It may be drawn by tractor or by horses; cuts a 12-foot swath, and will harvest from 35 to 40 acres per day.



The harvester-stacker dumping the stack. The tank in which the stack is formed splits in half vertically, the forward half being carried back, dumping the stack, the rear half rising up and tipping forward, getting out of the way of the stack.

1923 Made Nice Profits for Dealers Handling STAR FITTED PLOW SHARES

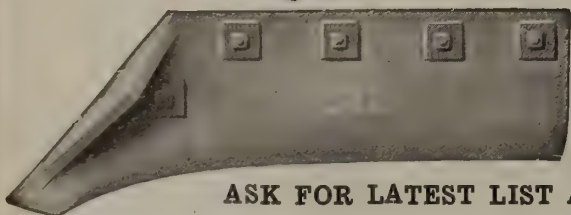
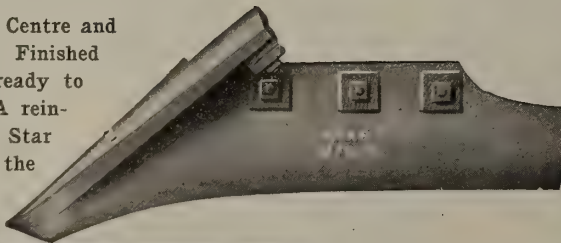


Order NOW
for 1924
Spring Demand

During the past season hundreds of dealers have had quick turnover and nice profits handling Star Fitted Plow Shares. Now is the time to size up your requirements for spring trade, and to order from the nearest jobber. They fit equally as well as the original share.

A TYPE FOR PRACTICALLY EVERY PLOW

Made from No. 1 Soft Centre and No. 2 Star Steels. Finished complete with bolts, ready to attach to the plow. A reinforced landside on Star Shares strengthens the weld.



Handle Star Shares next season. Fast sellers, they bring repeat orders and there is no better specialty line you can represent.

ASK FOR LATEST LIST AND PRICES

THE NEAREST JOBBER CAN SUPPLY YOU

J. H. Ashdown Hardware Co., Winnipeg, Saskatoon, Calgary.

Metals, Ltd., Calgary and Edmonton.

Wilkinson - Kompass, Ltd., Winnipeg.

Western Implements, Limited, Regina.

Western Canada Hardware Co., Lethbridge.

F. G. Wright & Co., Winnipeg.

Star Manufacturing Company
Carpentersville, Ill., U. S. A.

When the stack is formed the operator pulls a lever which automatically stops the bottom of the tank from revolving, raises up the rear half of the tank, and causes the front half to move backward, carrying with it the stack, which is simply pushed off the bottom whereon it has been formed and is left standing in the stubble. That accomplished, the front half

The stacks formed are compact and solid, and well topped by the mechanism so that they cannot be blown over or soaked by rain. They are small enough to dry out without heating, and the variation in temperature is practically nil. Stacks of rye, 10 days after cutting, were found in perfect condition.

In order to thresh the crop the stacks are simply slipped on a bull rake and pulled direct to the separator, or grouped. An extension carrier is used on the thresher and the pitching is done from the ground. One bull rake and a team will keep the average separator busy and to capacity.

This harvester-stacker, it is stated, may be operated by a 10-20 h.p. tractor, or larger, or by eight horses. It should increase to a marked degree the amount of crop handled in a given time, save the farmer the cost of his twine outlay, and greatly reduce the labor cost in harvesting the grain. It will be interesting to follow the development of this type of harvesting.

Don't buy thermometers now. They will be lower next winter.

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

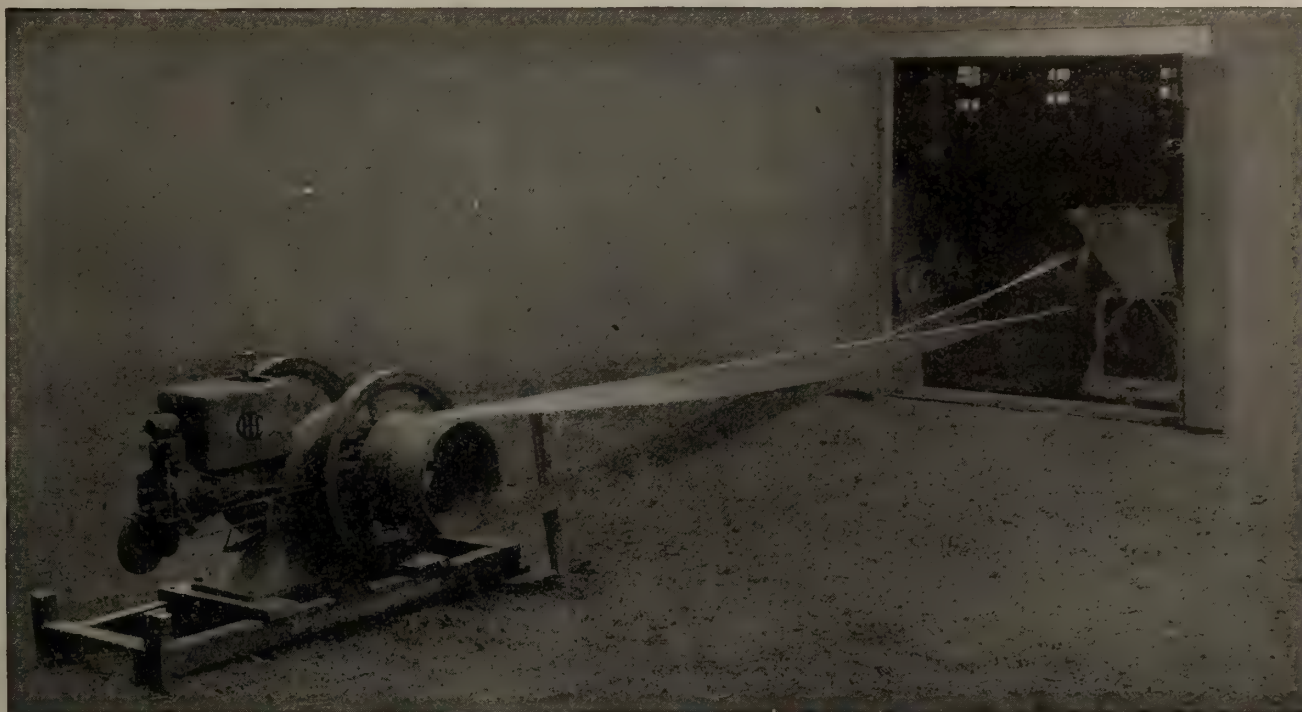
We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2½ qt. bags.

Write for Dealers terms and prices. Strictly wholesale.

North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0
Square Head



Use the Great Sales Value in **McCormick-Deering Engines**

The New 1½ h. p. McCormick- Deering Engine

The new engine is equipped with Bosch high-tension magneto and spark plug, removable cylinder, enclosed crank case, throttle governor, simple fuel mixer, and replaceable bearings. It has a simple cooling system and an unfailing oiling system. It has a low-speed engine and operates on gasoline. The other McCormick-Deering sizes—3, 6 and 10 h.p.—use kerosene as fuel.



The greatest little all-around salesman in the agent's store is the McCormick-Deering Engine. It sells itself to the farmer on a common-sense basis. It is so well built; it has so many practical features; it is useful twelve months out of the twelve. It sells itself to whole families, doing drudge jobs for the man, his wife, and kids. It is jack-of-all-trades among farm machines and does its work for pinch-penny wages.

More than this—the McCormick-Deering Engine sells other machines in the agent's line. It reaches out for machines with its belt; it is always putting new ideas into the heads of its owners. It starts prosperity processions of grinders and shellers, separators and washing machines, pumps and saws, etc., etc., out of the McCormick-Deering agent's store and along the country roads.

But the farmers must be told! When the agent lends a small degree of co-operation the McCormick-Deering Engine will do wonders for him. What are *your* engine sales? See the blockman or write the branch for aid.

INTERNATIONAL HARVESTER COMPANY
Hamilton of Canada Ltd. Canada

To Develop Rural Electrification

A movement has been started, following a meeting in Chicago, to investigate the application of electricity to agriculture. Three executives of the U. S. National Electric Light Association conferred with three members of the American Farm Bureau Federation.

A Committee on the Relation of Electricity to Agriculture has been formed, comprised of O. E. Bradfute, J. W. Coverdale and R. W. Moorhouse, representing the American Farm Bureau; Mar-

shall E. Sampsell, G. C. Neff, J. C. Martin and Arthur Huntington, representing the National Light Association; R. C. Cosgrove representing the manufacturers of farm electric plants; Prof. J. B. Davidson, representing the American Society of Agricultural Engineers and S. H. McCrory representing the U. S. Department of Agriculture.

The formation of this committee brings together various groups which are interested in the problem of rural electrification. Reports show that approximately 400,000 farms in the United States have electric service, indicating

that it is now available on less than 7 per cent of the farms.

Tractors in North Dakota

North Dakota has 14,608 gas and steam tractors, as against 9,520 in 1916, according to figures of the state tax commissioner. There are 11,090 threshing outfits, as against 7,840 in 1916, the report shows.

Plow Works Change Sales Policy

G. C. Weyland, vice-president and general manager of the J. I. Case Plow Works, Racine, Wis., announces a new sales policy for the company effective for 1924. He states:

"A part of the plan is to eliminate all unnecessary distributing expense, passing this saving on to the dealer, giving the dealer an adequate profit as well as strengthening his position with the farmer."

The plan also contemplates increased efficiency in the distribution of spare parts and in other respects suggested by dealers.

Case T. M. Company Awards Prizes

Early in the season, as announced in our columns, the J. I. Case Threshing Machine Co., Racine, Wis., a concern that sets a good example by steady advertising, instituted a \$400 prize advertising contest for their dealers. The final results of the contest, recently announced are as follows:

First Prize, \$75.00—Hoggatt Auto Sales Co., Marshalltown, Iowa.

Second Prize, \$50—Vehrs Sales Co., Nekoosa, Wisconsin.

Third Prize, \$25.00—J. E. Hyde, Clarke, South Dakota.

Among the other ten prize winners, who are specially mentioned, is James de St. Remy, Case dealer at Dinsmore, Sask.

A Handy Road Sign

The International Harvester Co. has made arrangements to supply McCormick-Deering dealers with large 4 by 8 foot metal highway signs, reading "McCormick-Deering Farm Machines," followed by the name and town of the dealer. The new signs can be had by agents at a very reasonable price.

This new sign was brought out partly in recognition of the practice which has become general among up-to-date merchants of maintaining some form of permanent country road advertising.

The signs are easily put up with 2x4's and 1x7's which can be secured at any lumber yard.

It pays to remind the public in this and other persistent ways

who you are and what you sell. It is a well established axiom that no merchant ever becomes so well known that folks won't need to be constantly reminded that he's in business.

Car Prices Reduced

Coincident with the commencement of its new business year, Willys-Overland Limited made an adjustment of prices. Willys-Knight open car prices were first-reduced and now closed models in the Willys-Knight line are lowered in price. At the same time, it is announced that all Overland models are substantially reduced.

Fairbanks-Morse Have Increased Demand

The Canadian Fairbanks-Morse Co., Montreal, reports bookings for the first eight months of 1923 increased 25 per cent. over the corresponding period last year, with an increase of 23½ per cent. on shipments. This company covers a wide field of production, and report that the improvement has been general, although it is to be expected that it is in the industrial equipment field that a considerable expansion has been shown. In the agricultural field business has been good. In 1922 this company showed a net profit of \$104,709.

Selling Pumping Equipment

Water is essential, and water handling on the farm takes an enormous amount of labor. This gives dealers a good opportunity for selling water systems, windmills, pumps, pump-jacks and small pumping engines. The average farm family, for all purposes, requires about seven gallons per person per day—or forty-two gallons for a family of six. That amount of water weighs 336 lbs.—and means a great outlay of labor to pump and carry in the course of a year.

Think of the trips back and forth to the well every day—the tons of water to be carried, the tons to be pumped for live stock. You have a host of arguments for the sale of the equipment mentioned, and in water handling equipment you can usually get much sympathy in effecting a sale from the farm women. The pumping and carrying of water is just one of the many tasks that electricity is taking from the shoulders of the modern farm wife. Little electric light and power plants are doing the washing, ironing, sweeping, churning and separating as well as the pumping.

SPEED WAGON



Open Cab Express
with Stock Rack

Motorizing the Rural Community

SPEED WAGONS dot the countryside. On all roads and in all weathers they *act* the part of tireless, faithful workers.

For the carrying capacity of the Mighty Speed Wagon is accurately gauged to the average farm load,—2500 pounds. Big enough to save double trips; small enough to always *get through* without faltering.

Engine dependability,—a *vital necessity* in the farm truck,—is generously embodied in the Speed Wagon motor.

For its super-powerful and remarkably simple. Valve placement provides for large ports and complete water jacketing; reciprocating parts are built to withstand excessive strains; sturdy axles; vital parts 50% oversize; smooth transmission with large faced gears, silently operating; lubrication system absolutely sure; every part readily accessible for adjustment.

Designed and manufactured completely in the Big Reo Shops,—*not assembled*.

Twelve standard bodies. Capacity 500 to 2500 pounds. More than 75,000 in service today.



REO MOTOR CAR COMPANY

of Canada, Limited
WINDSOR, ONTARIO

Saving Time in Grain Hauling

Especially in Western Canada where frequently it is necessary to haul grain many miles to the elevator, hauling by motor truck is finding favor with farmers. Near Winnipeg last Fall one man made the price of his truck in one season, hauling grain from the thresher to town. The latest product of the International Harvester Works, at Chatham, Ont., is a specially designed International speed truck, intended particularly for grain haulage and equipped with all appliances for quick dumping at the elevator, and also for general farm haulage. The road speed of the International Speed Truck, on good highways, is from 25 to 35 miles per hour.

Suppose the farmer is hauling grain from the thresher to town over a distance of fifteen miles. A team with fifty or sixty bushels of grain on average country roads will require from five to six hours at least to make the journey. Coming back they may cut it to four hours, but at the best you have consumed ten hours on the round trip. One such trip a day is the most that can be expected from a team and wagon.

Now substitute an International Speed Truck. A fifteen-mile stretch over ordinarily good country roads can be covered by a loaded truck in less than an hour, returning in about forty-five minutes. Counting the necessary time to re-fill the box, you can make from four to six round trips a day as compared with one with horses. Figure the difference in results. At the end of the day instead of having from 50 to 60 bushels of grain in the elevator, you have 250 or more. Better yet, when the day's work is done, there is no team to attend to.

Note the new grain tank body on the International Speed Truck. A hand dump which is geared low raises the box at the elevator quickly and easily. At the rear a self-locking sliding grain door lets practically all the load run to the elevator dump. No shoveling is necessary. The entire back end can be removed for hauling lumber or similar materials. Two heavy cross rods which hook into one side hold the two box sides rigidly together at all times.

An Elevator Recleaner

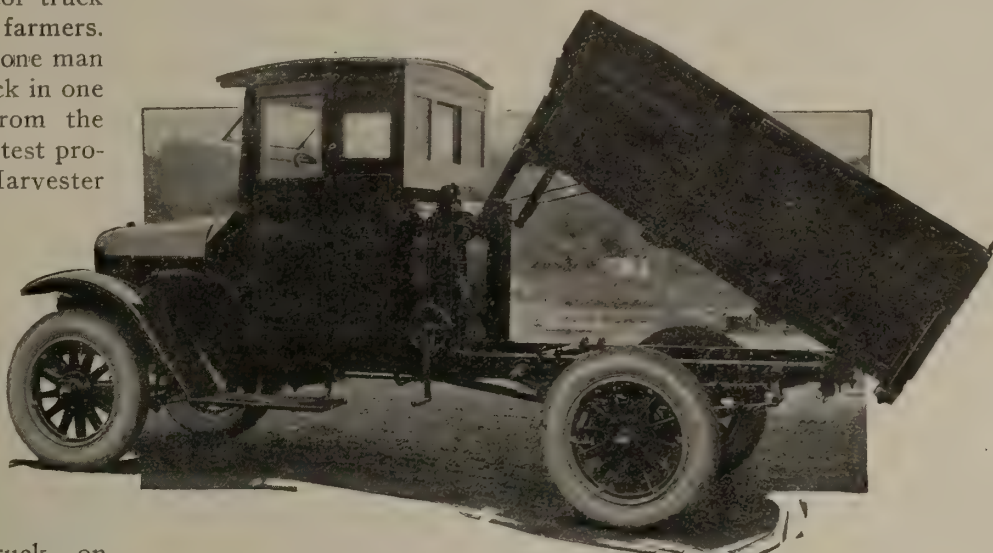
H. C. Wallace, manager of the Link Manufacturing Co., Kansas City and Fargo, N. D., in connection with their new line of Canadian grain recleaning machines,

states that in some cases this recleaner has brought the grade of the grain up from No. 5 to No. 4

and made 15 to 20 cents a bushel higher price for the farmer.

The company state that as far as they know this is the only recleaning device which operates in

connection with a blower elevator, it being adapted to their Liberty Grain Blower, and having capacity enough to handle the grain commercially. The recleaners so far sold by the Link organization are said to be giving excellent results.



Easy to Raise to a Dumping Position

Case Tractors in Demonstration

Case tractors again showed their superiority at the Union County demonstration held at Creston, Iowa. The Case 15-27, pulling three bottoms and plowing 6½ inches deep, turned over 3 acres and used but 4.6 gallons of fuel or approximately 1.5 gallons of kerosene to the acre. The Case 12-20 rated first in fuel economy among the two bottom outfits, consuming but 4.75 gallons of kerosene in 1.95 acres of plowing.

Selling a Complete Line Has Decided Advantages

The man who sells a complete line has less accounting to do, less trouble in looking after spare parts, less servicing to do and in the case of The Massey-Harris Agent handles a line that is well and favorably known to the trade, a factor that makes selling easier and profitable. The following list shows how complete is the Massey-Harris Line. Our agents have something to offer their trade for every farming need.

Tillage Machines

Plows
Disc Harrows
Spring-T'th Harrows
Spike-T'th Harrows
Harrow Carts
Cultivators
Scufflers
Land Rollers
Land Packers
Culti-Packers

Seeding Machines

Seeders
Grain Drills
Fertilizer Drills
Fertilizer Sowers
Corn Planters
Turnip Sowers

Hay-Making Machines

Mowers
Rakes
Tedders
Side Delivery Rakes
Hay Loaders

Harvesting Machines

Grain Binders
Push Harvesters
Reapers
Corn Harvesters

Vehicles

Wagons
Dump Carts
Sleighs
Dump Wagons

General

Manure Spreaders
Gasoline and
Kerosene Engines
Spray Outfits
Tractors
Saw Outfits
Feed Cutters
Pulpers
Grinders
Ensilage Cutters
Cream Separators
Pump Jacks
Wheelbarrows
Bag Trucks
Potato Diggers
Sprayers

*Address application for representation to the
Manager of the Branch nearest you.*

Massey-Harris Company, Ltd.

Established 1847 — Seventy-Six Years Ago.

Winnipeg, Brandon, Regina, Swift Current, Saskatoon, Yorkton, Calgary,
Edmonton, Toronto, Montreal, and Moncton.

Implement Fellows Need a Friend

It is entirely fitting that agricultural leaders should expound on the economic conditions which at present adversely affect agriculture, and should outline the many things which now prevent the farmer from getting an equitable reward for his effort, intelligence and capital. The produce the farmer grows should have a fair exchange value as compared with the goods he must buy to carry on the business of farming—and at present the balance is upset. No industry deplores this more than the implement men—for they are the first to be effected by depression in agriculture.

What we object to, however, is the fact that, in quoting examples of the iniquitous prices the farmer has to pay, the aforesaid leaders invariably refer only to one line—farm machinery. As an example, Pres. J. B. Reynolds of the Ontario Agricultural College, at a recent meeting of the Canadian Society of Technical Agriculturists, made much of the terrible

exchange value of farm produce in comparison with implement prices.

He pointed out that in 1914 the farmer could buy a mower for 700 pounds of beef; in 1921 the mower cost 1550 pounds of beef. In 1914 he bought a hay loader for 3.6 tons of hay; in 1921 the loader cost 8 tons. In 1914 a seed drill cost 166 bushels of oats and a binder 133 bushels of wheat. In 1921 the drill took 416 bushels of oats and a binder 200 bushels of wheat. In 1914 a gang plow cost 744 pounds of pork; in 1921 the same plow cost 1,200 pounds of pork—and so on through a long list of implements.

Despite this fact, and the professor did not tell this to the technicians, at the present time the cost of all the necessary implements for a half-section farm are four per cent. lower in price than they were in October, 1914. True, some implements cost more than they did then, but this is offset by the fact that other implements cost a great deal less.

What we cannot understand is that it is invariably the implement men who are made the cul-

prits in connection with high prices. The farmer, who may have an automobile and some other things that have advanced in price to a plane that implements never reached, will yell regarding the price of a plow that is good for 20 years and that will handle some two thousand acres of land on which thirty thousand bushels of wheat may be grown.

Similarly, tractor fuels and lubricants are condemned for price, but dearer fuel for the car is not mentioned. Again, it is safe to say that many a farmer would never have got on his feet so as to buy anything were it not for the credit he got from the implement firms so that he could go ahead and establish himself. It is never clothing, groceries, furniture, hardware—just implements that are the price curse of agriculture today. But the time is about ripe when the farmer will have to concede that worn out and inefficient farm machinery does not bring full crop values and that automobiles may add \$300 or more a year to their expense accounts.

The farmer and his family are justly entitled to a car and the pleasure and usefulness it represents—but it is not economy to go without necessary implements to buy new cars, the expense of which can only be met by increasing crop returns. It would seem time for some of those sympathisers to turn the searchlight of their intelligence on the advance of prices of other commodities, and give the much abused implement trade a rest. We have been the target for too many moons.

Combination Horse and Tractor-Drawn Disc Harrow

The Grand Detour division of the J. I. Case Threshing Machine Co. announce the Model "H" Grand Detour horse or tractor-drawn disc harrow.

In order that this harrow shall serve as either a tractor-drawn or a horse-drawn tool, the Model "H" is designed with the same strength of parts and will give the same satisfactory service as the Grand Detour single lever tractor disc-harrow. Wherever it has been possible to use the same part on both disc harrows, this has been done.

The harrow is built in five sizes, 6 feet, 7 feet, 8 feet, 9 feet, and 10 feet, with 16 inch blades. Blades 18 inches in diameter can be furnished on special order. Regular 2-section horse harrow includes the following regular equipment: 4-horse hitch and pole. Extra equipment includes pole truck and weight boxes.

Case dealers can now furnish their customers with a combination horse and tractor disc harrow that is unusually well built and satisfactory in field performance.

Labor in Grain Handling

The modern elevator is a labor-saver. It relieves the back-breaking drudgery of shoveling grain. Every time a farmer lifts a shovel of grain he lifts 15 to 25 pounds; think what this means on the average wheat farm.

With a modern elevator a farmer can unload 50 bushels of grain in from 3 to 5 minutes. The old-fashioned shoveling method requires 30 minutes.

In addition to the time and labor saved, the elevator forms a permanent farm improvement that will last for years.

Sharples Manufacture Motor-Milker

The Sharples Milker Co., West Chester, Pa., are now selling the Sharples Motor-Milker, a self contained milker for small and medium sized dairies. Two single units allow two cows to be milked at once, and it is claimed that with this outfit 15 cows can be milked in about 45 minutes. The teat cups are the same as those used on the Sharples pipe-line milkers.

This new motor-milker is either electric motor or gasoline engine driven, the engine or motor and vacuum pump being combined as a unit, and is wheeled behind the cows. The rubber tubes reach across the gutter to the cows, and no pipe line is necessary. No pulsators are used, say the manufacturers, nor are tanks, stall coats or gauges necessary. The engine used is an air-cooled motor cycle type with magneto ignition and throttle governor. The governor is claimed to hold the engine speed constant and gives uniform pulsation in the teat cups.

The electric motor drive is from a small electric motor operated from an independent farm electric plant or commercial current. The electric motor can be substituted for the gasoline engine at small expense. The pump is a double ended cylinder with twin piston action. One end makes suction to such milk from the teats, and the other provides alternate suction and pressure for teat massage.

Two pails, one for each set of teats, can be obtained if desired, should the farmer want to keep the milk of each cow separate. Cleaning of the milker is easy.

—Yes, they can turn 30-cent Grain into a \$1.00 a Bushel Crop!

Clean the Crop—Right on the Farm

By actual experience, we have proven—with profit—that a spring pig will gain 24 pounds in two weeks—fed on 30-cent barley. A "Bull Dog" Mill got the barley. Any farmer can do this.

"Bull Dog" 40-Inch Fanning Mills Raise the Grade—Save the Screenings

Clean 75 to 80 bus. per hour. Assure clean grain and top prices—10 to 20c. a bushel extra. What machine is more profitable to own?



The New Improved 40-Inch BULLDOG with Power Attachment and Wagon Box Elevator

Get the Agency

Now is the time. Interest, convince—and sell farmers the "Bull Dog." They can clean their crop for market, select perfect seed, and turn cheap wheat and barley into dollar value by feeding hogs. There are five farm size "Bull Dog" Mills—capacities from 25 to 160 bus. per hour. We can ship you immediately

THE TWIN CITY SEPARATOR CO., LTD.
QUELCH ST. WINNIPEG, MAN.

Collecting the Money—Without Friction

There are few collectors in the implement business who have not been instructed that they must be salesmen as well as harvesters of money. This also applies to the dealer. He must get in his money, but must at the same time maintain the friendship of the customer if at all possible.

It is a sad commentary on humanity today to find the change with which many men seem to regard an obligation, how they regard their signature on what is meant to be an honorable promise to pay for goods at a certain date. This is either due to a demoralization in the character of the creditor or is a result of a steady propaganda that exists which seems to try to educate farmers that they need not worry about paying their obligations.

Today credit managing is an art. Many men who are good customers, and are responsible, do not like to be dunned when pay-

ment is due. They can raise the money—but are slow pay. Whether a customer takes offence when asked to pay his account or not is largely a matter of education by the dealer.

The dealer should have no reason to be backward in asking that his credit be safeguarded, for in too many cases it represents his only liquid asset except his stock and premises. Liquid credit becomes frozen or unrealizable when it is not converted into cash at least once a year. For the past few years it has been impossible to make the annual clean up in most communities so that there is today a large amount of frozen credit in the hands of retailers.

This money represents your capital, and should be liquid capital is the fund from which you have to pay wholesale accounts and liquidate your business liabilities. To safeguard your own credit at this time of

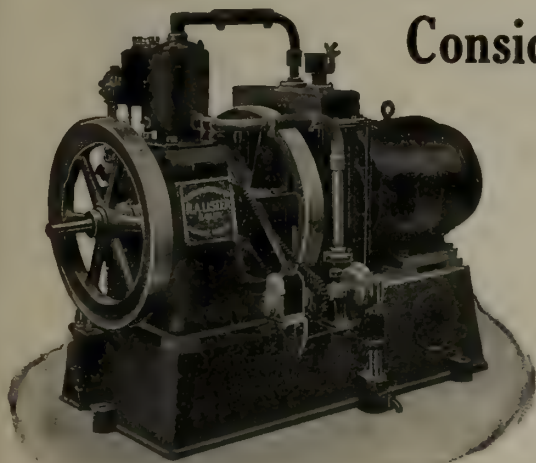
the year the dealer should make a strong effort to clean up his liabilities to wholesalers by getting in his collections—which should be secured by chattel mortgages, lien notes and any other form of security which will assure payment of the account at maturity.

The tendency to defer payment is great when customers have been lead to believe that there is no certain time in which to pay. They are apt to think that they have just ground for complaint when asked to meet their obligations. This can be obviated by making a definite understanding when extending credit as to just when the customer has to pay.

Dealers, at collection time, must stress the point that they must have settlement so that they can pay their own bills, that delay in paying means that the goods cost them more and that non-payment means borrowing money and paying interest. In explaining the system used for collecting accounts by one dealer, a large per-

cent. of whose notes and book accounts fall due in October and November, he writes:

"It has been our policy to notify debtors by letter about two months before such maturities that we need the money they owe us and shall expect payment when the amounts are due. This letter and the two subsequently sent if necessary, are printed forms, and great care is taken in their preparation in order to avoid giving offence. No individual signature is attached, for when a customer receives a collection letter with a personal signature he usually holds the signer responsible when he feels that the letter carries a sting. They resent it, no matter how courteously the letter is written, and if an individual signature is attached they are apt to think someone in the concern has a grudge against them and likes to hound them about their bills. When only the firm's name is used the customer is less likely to get the impression



Consider Your Country and Town Prospects for Placing "LISTER" Power and Light Plants

40 to 1000 Light Capacity - - Automatic, Semi-Automatic, Non-Automatic

"LISTER-BRUSTON"

British-built, direct-coupled and radiator-cooled. Operated by the famous Lister engine, with high tension ignition and automatic lubrication. A range of sizes to suit every possible requirement—farm use, stores, halls, schools, etc. Have shunt-wound dynamo. Unequalled for construction, economical to operate and absolutely dependable.

"LISTER-PHELPS"

Two sizes, 1000 and 1500-watts capacity. Guaranteed to supply 50 or 75 lights without battery. Simple, easily installed, easily operated. No switchboard. A lever starts or stops motor, cutting out battery and delivering 3½ h.p. to power pulley. Operates on gasoline, kerosene or distillate. Get our attractive price on this plant.

Lister Plants are Money-makers for Dealers. Write us for Details.

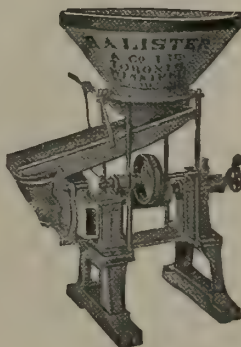
Sell the Famous

Melotte

Cream Separators



12 Sizes—Capacities 280 to 1300 lbs. Have the original and genuine self-balancing, frictionless bowl that skims closer than any other. Over 100,000 Melottes are in use in Canada alone. Easy sales terms arranged if desired. Show your customers "Melotte" quality—and you'll sell them.



1 H.P. Pumping Engines—Sell at \$59.50

Farmers will not waste time pumping when you offer them this sturdy, dependable air-cooled engine at only \$59.50. The cheapest power sold for pumping, operating cream separators, etc. Four-cycle, 3 x 3. Jump-spark ignition. Sold complete, skid-mounted, with a nice discount for the Dealer.

Lister Saw Outfits Offer You Business

At this season with our greatly reduced prices, you'll sell them against any competition. Can be had in five different blade sizes. Easily driven. Rigid, well trussed hardwood frames; 1½-inch steel shafts, heavy solid flywheel and large bearings. The LISTER LINE includes: "Lister," "Canuck" and "Magnet" Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte," "Lister-Premier" and "Magnet" Cream Separators, Milkers, Churns, Ensilage Cutters, Silos, Sawing Outfits, Pumps, Pump Jacks, Pumping Outfits, Etc.

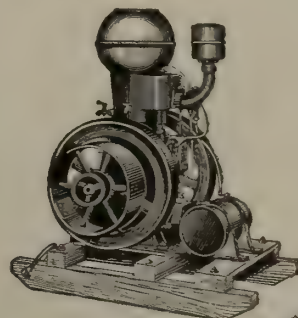
R. A. LISTER & CO. (CANADA) LTD.

WINNIPEG, MAN.

HAMILTON, ONT.

Lister Feed Grinders—at Special Prices

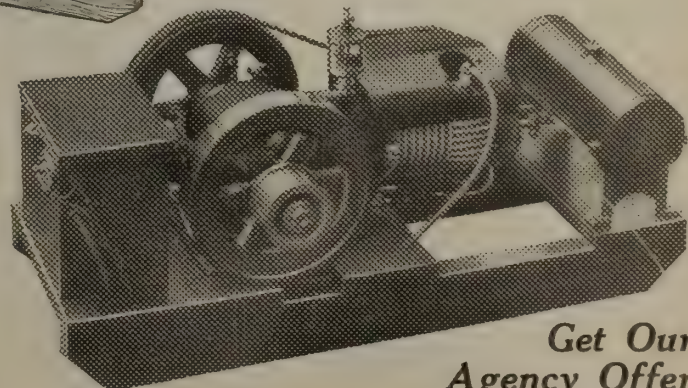
We have lowered our prices on feed grinders to a point where dealers cannot offer bigger value at lower cost. Five sizes, 6 to 12 inch plates. They are guaranteed to grind more feed on the same power than any grinder of the same size made. Strong reversible plates; worm force feed. Fitted with bagger pulley, and sold with or without base.



Lister Farm Engines

2, 3, 5, 7 and 9 H. P.

Real British engine quality. Reliable and economical. Finest materials and workmanship. High tension ignition—no batteries. Automatic lubrication. Shipped complete with skids. They sell because they give years of real service at minimum cost.



Get Our Agency Offer

that the writer is injecting his personality into the letter.

"A second letter is mailed delinquents soon after their notes or book accounts became due. In this we express our disappointment, state our need of money and urge them to make special efforts to pay before the first of the next month. Those who do not respond to the second letter receive another within a few days. In this we ask them to call and see us within the next ten days as we need the money.

"Usually the three letters will cause most of the debtors to settle. A good many of them pay us money and those who cannot are told that we will carry them longer if good security is given. Everything is done in the most friendly manner.

"We keep right after those who do not respond to the three letters. We write them every few days and also call them up on the phone. If they do not come in we go out and see them, so that by the end of the year a very large part of our collections are paid in cash or secured notes given."

We believe that the most successful collection plan is based on the theory that human interest is the biggest single aid in collecting money; in other words, that your customer will pay his bill, if he is treated with the same courtesy and consideration as you expect to receive from your creditors.

City Bought International Truck

The Health Dept. of the city of Regina operates a specially equipped International speed truck in street cleaning and refuse collecting. The Regina branch of the company are well pleased with this sale for the authorities chose the International truck after it was tested against many other makes and won out on the score of both power and economy of operation.

How is Your Stock of Bill Heads and Letter Heads?

Is it running pretty low?
If so write us and find out what is most up-to-date in this line.

We will let you have all information promptly.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

Subscribers'

Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

E. T. Co., Man.—The Cooper farm wagon is not handled in Canada, and to get repairs called for you should address the makers, the A. A. Cooper Wagon & Buggy Co., Dubuque, Iowa.

O. P., Man.—The Elgin gas motor is a small half-horse power engine for farm use. It can be had from the Emerson Manufacturing Co., 1425 Whyte Ave., Winnipeg.

M-H Co., Man.—Part H45 is a coupling bar socket and H73 a right hand foot lever for an obsolete disc harrow formerly made by the Rock Island Plow Co., Rock Island, Ill. Write the factory for parts.

the Lininger Implement Co., 410 East Eighth St., Sioux Falls, S. D.

F. I. N., Ill.—This firm wish to locate the makers of a disc harrow with standard and boxings marked L124 and L125. The Frost & Wood Co., Smiths Falls, Ont. build the "Lion" disc harrow, letter "L", but have no parts of this number. The harrow is a Canadian make. Can any reader identify it?

J. P. L., Man.—Parts X61 and X62 are boxings and sprockets for the bagger of a "Superior" fanning mill, as sold by the Cushman Farm Equipment Co., 288 Princess Street, Winnipeg.

A. W. B., Sask.—You can obtain repairs for a "New Idea" hot air furnace, No. 524, by writing to the Hamilton Stove and Heating Co., 134½ Higgins Ave., Winnipeg.

T. K., Alta.—Repairs for the "Meco" farm engine can be had from the John Stevens Co., 661 Henry Ave., Winnipeg.

M-H Co., Man.—Repairs for the "Big Giant" potato digger can be had from the Ohio Rake Co., Dayton, Ohio.

G. F., Sask.—You can still get parts for the Aspinwall potato digger. Write the Aspinwall Canadian Co., Guelph, Ont.

F. R., Man.—Parts for the "Briscoe" car are carried by the F. N. McDonald Co., 156 Princess Street, Winnipeg.

"We Surely Appreciate Your Repair Service!"

So wrote a prominent firm of implement dealers in Alberta last week. They profit by specializing in repair service—and profit by using our Repair Information Bureau. Don't tell your customers you "don't know" where the machine was made. Write us, giving all particulars available. We can locate the repair source for you. Use—and profit by—this free repair information bureau available to subscribers of

CANADIAN FARM IMPLEMENTS

E. & Co., Sask.—There are three makes of stubble burner available. Colthorp & Scott, Medicine Hat, manufacture one. The other firms are the Canadian Farm Implements Co., Ltd., Medicine Hat and Winnipeg, and the Agricultural Supply Co., Union Bank Bldg., Winnipeg.

R. C., Alta.—"Iron Age" potato machinery is sold by the Bateman-Wilkinson Co., Toronto. Write them direct for particulars, as they do not distribute in the West.

E. S., Man.—Regret that you cannot get frogs for a "Paris" gang plow. This plow has not been made for years. The only repairs available are shares—which are made in duplicate by the plow share manufacturing firms.

J. W., Man.—Regarding "Paris" plow parts—see answer to E. S., Man., above.

G. A. W., Alta.—Plates for a No. 3, 10-inch Duplex grinder are not available in Canada. We have forwarded your order to the manufacturers, the Duplex Mill & Manfg. Co., Springfield, Ohio.

R. W., Man.—The "Old Hickory" farm wagon is not handled in Canada. It is made by the Kentucky Wagon Co., Louisville, Ky. The nearest repair source is

C. G., Sask.—Part H355 is a bearing box spool on a No. 30 disc harrow, made by the Emerson-Brantingham Implement Co., Rockford, Ill. You can get the repair from the Emerson-Brantingham Implement Co., Regina, Sask.

E. S., Alta.—The firm handling the stubble burner you ask for is the Agricultural Supply Co., 922 Union Bank Bldg., Winnipeg. They have only a few machines in stock. The price is about \$15.00.

F. P., Man.—Parts for the "National" cream separator can be had from the National Cream Separator Co., Regina. Regret we cannot locate the maker of a feed grinder with part 8RC. Can any reader identify this make.

G. D., Man.—Parts from the "Winona" wagon can be had only from the manufacturers—the Winona Wagon Co., Winona, Minn.

M. O. R., Sask.—The Taggart Portable Elevator Co., Winnipeg are out of existence. The Cushman Farm Equipment Co., 288 Princess Street, Winnipeg, carry repairs, and we have asked them to forward you the gear, bushings and bracket.

A. C. A., Sask.—Part NH73 is a half clevis holder, less boss, with a V-shaped key, and NH45 a half clevis holder with boss for a disc harrow made by the La Crosse Plow Co., La Crosse, Wis. You can get the parts from the United Grain Growers, Winnipeg.

R. D., Sask.—Repairs for a La Crosse wagon can be had from the Smith Manufacturing Co., La Crosse, Wis.

F. S., Sask.—Repairs for a Chatham fanning mill can be procured from the Gray-Dort Motors, formerly Gray Campbell Co., at Moose Jaw, Sask.

W. & J., Sask.—The suspended wagon seat you refer to is the Lloyds low-down seat. It is manufactured by the John Watson Manfg. Co., 311 Chambers Street, Winnipeg. They have sent you prices and details.

F. J. L., Man.—Your enquiry to the Sawyer-Massey Co., has been turned over to us for attention. The "National Hercules Reversible" road grader is the only type with this name. It is manufactured by the Good Roads Machinery Co., Kennett Square, Penn. The Canada Ingot Iron Co., 922 Union Bank Bldg., Winnipeg, handle this line, but have no stock of parts for the model asked for. Write the company in Pennsylvania for your requirements.

W. E. B., Man.—The Taggart Company, makers of grain elevators, went out of business in 1918. Parts for their portable grain elevator can be had from the Cushman Farm Equipment Co., 288 Princess Street, Winnipeg.

T. D., Man.—You can obtain particulars of different makes of tank heaters from Western Steel Products Co., Winnipeg, or the Metallic Roofing Co., 797 Notre Dame Ave., Winnipeg.

H. M., Man.—The "Dowden" potatodigger is not handled in the Canadian West. It is made by the Dowden Manfg. Co., Prairie City, Iowa. For prompt delivery of repair parts you could write their nearest distributors, Tri-State Machinery Co., 228 Washington Ave., North, Minneapolis, Minn.

B. & Co., Sask.—We do not know of a company making a line of stubble burners in Saskatchewan. Colthorp & Scott, Medicine Hat manufacture a machine for this purpose, also the Canadian Farm Implements Co., Ltd., Medicine Hat and Winnipeg. Another firm making a small burner is the Agricultural Supply Co., 922 Union Bank Bldg., Winnipeg.

W. J., Man.—No repairs for the "Milburn" wagon are carried in Western Canada. For the parts required write the Milburn Wagon Co., Toledo, Ohio.

The International Motor Stage

The modern substitute for the old-time four-horse stage coach is the new International Motor Stage. It is a speedy, reliable combined passenger and express vehicle—an ideal unit for maintaining scheduled passenger, parcel and mail service between towns up to 150 miles apart where no other transportation is available. Besides two roomy cross seats facing forward in front of the stage for driver and five or six passengers, there are two folding side seats in the rear which can accommodate from six to eight additional passengers. With these last-named seats folded back, moreover, a large compartment is provided for baggage, express or mail. The stage is mounted on a Model S International Speed Chassis and operates at 25 to 30 miles per hour.



Mr. DEALER

The Farmers are asking for

CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

Lines that Farmers Buy

October Buyers are influenced by September advertising. What they have learned through advertisements about the goods you offer will determine their selection to a considerable extent. Western farm folks are making their heaviest purchases of the year during the fall and the lines advertised in The Nor'-West Farmer are well known to the best farm families. The dairy, livestock and "mixed" farmers of the west have looked upon The Nor'-West Farmer as a farming, housekeeping and buying guide during the past forty-one years. The following firms have used this influence during September to increase sales of their products over your counters. It pays to feature these lines.

AUTOS, GARAGE AND OILS

Burgess B Batteries,
Burgess Dry Cells Limited.

Champion Spark Plugs,
Champion Spark Plug of Can. Ltd.

Columbia Dry Batteries,
Canadian National Carbon Co. Ltd.

Effecto Auto Finishes,
Pratt & Lambert, Inc.

En-ar-co Motor Oil and complete
list of gasoline, oils and lubri-
cants,
Canadian Oil Companies, Ltd.

Exide Batteries,
Exide Batteries of Canada, Ltd.

Goodyear Tires,
The Goodyear Tire & Rubber Co.
Limited.

Gutta Percha Tires,
Gutta Percha & Rubber Co. Ltd.

Hupmobile,
Hupp Motor Car Corp.

Imperial Premier Gasoline and
complete list of oils and lubri-
cants,
Imperial Oil, Limited.

Lodge Spark Plugs,
Lodge Plugs, Ltd.

Magneto Repairs,
Acme Magneto & Electrical Co., Ltd.

Overland Cars,
Willys-Overland Limited.

Radio Accessories,
Midland Radio Co.

Schrader Pressure Gauge,
A. Schrader & Son, Inc.

Studebaker Cars,
The Studebaker Corp. of Canada
Limited.

Veedol-Fordol,
Wood, Vallance, Ltd.

BUILDING SUPPLIES

Lamatco,
Laminated Materials Co., Ltd.

Max Granaries,
Western Steel Products Ltd.

Metallic Roofing Products,
Metallic Roofing Co.

Pedlar's Steel Shingles,
The Pedlar People Ltd.

Waterbury Closets,
Waterman-Waterbury Co., Ltd.

HARDWARE

Cater's Pumps,
H. Cater

Effecto Varnishes,
Pratt & Lambert, Incorporated

Max Corrugated Iron,
Western Steel Products, Ltd.

Metallic Roofing Products,
Metallic Roofing Co., Ltd.

Simonds Saws,
Simonds Canada Saw Co., Ltd.

Smooth-on Cement,
The Canada Asbestos Co.

S.M.P. Enamelled Ware,
The Sheet Metal Products Co., of
Canada, Ltd.

"Wear Ever" Aluminum,
Northern Aluminum Co., Ltd.

Western Ammunition,
Western Cartridge Co.

MACHINERY

Case Tractors,
J. I. Case Threshing Machine Co.

De Laval Separators,
The De Laval Company, Ltd.

Delco-Light,
Delco-Light Co. of Canada, Ltd.

Fairbanks Morse "Z" Engine,
The Can. Fairbanks Morse Co., Ltd.

Frost and Wood Implements,
Cockshutt Plow Company, Ltd.

Gray Tractors and Gilson Farm
Equipment,
The Gray Tractor Co. of Canada,
Ltd.

Liberty Grain Blower,
Link Manufacturing Co.

Lister Products,
R. A. Lister & Co. (Canada) Ltd.

McCormick-Deering Implements &
Tractors,
International Harvester Co., of
Canada, Ltd.

Massey-Harris Implements,
Massey-Harris Co., Ltd.

New Racine Thresher,
Belle City Manufacturing Co.

Oil Pull Tractors,
Advance Rumley Thresher Co., Inc.

Watson's Excelsior Feed Cutters,
John Watson Manufacturing Co.,
Ltd.

**The Nor'-West
Farmer**

The Pioneer
Farm Journal of
Western Canada

Winnipeg

Canada



Sell Oil the Safe, Easy Way

DO YOU still sell oil in the old difficult way? Or have you, like so many other implement dealers, turned over the troubles and problems of your oil business to the Imperial Polarine Chart of recommendations?

The 1923 Chart is more than ever the dependable guide by which you, too, may correctly sell oil to your trade. It specifies the right grade of Imperial Polarine Motor Oils for every make and model of automobile, truck and tractor. Its recommendations are the result of thorough and exacting investigations by our expert lubrication engineers. It is complete, up-to-date and mistake-proof.

The Imperial Chart of Recommendations, backed up by the complete Imperial Polarine line in the five grades, is ready to go to work for you any time you say the word.

Our salesman will be glad to furnish you with the 1923 Chart and other valuable dealer helps which will enable you to increase your sales of Imperial Polarine.

IMPERIAL OIL LIMITED

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 11

WINNIPEG, CANADA, NOVEMBER, 1923

SUBSCRIPTION PRICE IN CANADA {Per Year, \$1.00
Per Copy, 10 Cents

Success Begins With Saving

A Savings Account with the Union Bank of Canada will give you the right start.

By systematic saving you can lay the foundation stone of future success.

Do not wait until you have \$25.00 or \$50.00. A Savings Account can be opened with \$1.00. 944

UNION BANK OF CANADA

Head Office WINNIPEG

It is Wisdom to Check Up Your Fire Insurance

Winter time is fire time. Are you adequately protected as regards your store, stock and home? If not, how would a fire—tonight—leave you financially? Think it over, and if you are facing fire hazard without insurance, combine safety with economy by investing in our money-saving policies.

For over 16 years we have provided fire insurance for Hardware and Implement Dealers at ONE-HALF the Board Companies' rates. We charge board rates and refund 50% of the Premium at expiration of Policy. We'll be glad to serve you. Write for particulars.

ASSETS OVER \$5,300,000.00

NET CASH SURPLUS OVER \$2,007,000.00

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,

802 Confederation Life Building, Winnipeg.

Watson's "Excelsior" Power Blower Feed Cutters



Powerful, Fast, handle 6 tons per hour. Regularly equipped with plain table; travelling feed table if desired. Cuts $\frac{3}{8}$ to 1 inch, or with extra gears, $1\frac{1}{2}$ to $3\frac{1}{2}$ in. Heavy, balanced Knife Wheel. One lever control.

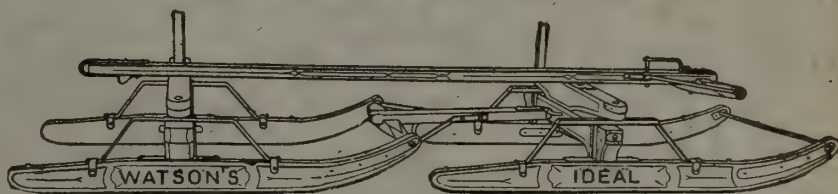
WATSON'S NO. 72 ENSILAGE CUTTER

For Corn or Sunflower. 2-Knife Flywheel. Handles 8 to 10 tons an hour, using 8 to 12 h.p. Four lengths of cut. No machine equals them for capacity.

John Watson Mfg. Co.

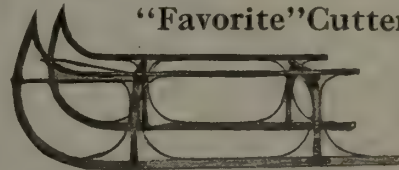
311 CHAMBERS STREET

WATSON'S SLEIGHS



No Farm Sleigh sold commands better business than the genuine Watson "Ideal" Sleigh. Made in all sizes—Steel or Cast Shoes. Patent Trussed Bench. Special Quality, Seasoned, Selected Woods. Runners—White Oak. Benches—Gray Elm or Oak. Heavy Steel Bracing. Runners have point of contact directly below bench. Shoes, curved at rear, allow backing. Size for size, carry heavier loads than any other sleigh. Get our prices.

"Favorite" Cutter Gears



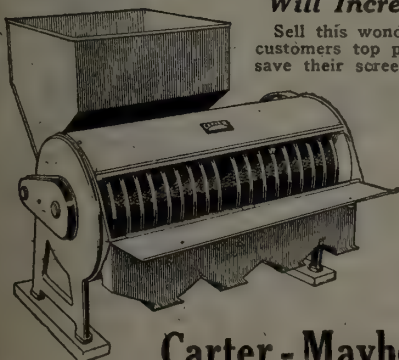
Fit any Buggy Body, turning it into a Cutter in a few minutes. Shipped knocked down

WINNIPEG, MAN.

Carter Disc Separators

Will Increase your Profits as a Dealer

Sell this wonderful disc grain cleaner that will give your customers top prices for their grain, no dockage, and will save their screenings for feed.



Not a Fanning Mill
No Sieves to Clog—No Vibration—
Cleans in One Operation

In demand now for Fall cleaning. Raises the grade and the price. Get the Carter Disc agency for 1924. It means money to the live dealer in any territory. Write for prices, details and sales offer.



Carter-Mayhew Mfg., Co.

LIMITED

839 Henry Ave. Winnipeg

THE FARMER WHO BUYS
AND THE DEALER WHO SELLS
PROFIT BY THE

ROTARY ROD WEEDER



DEALERS: Get this Agency for 1924

Your customers need this combined cultivator, weeder and packer, that does the work of all three in one operation. You'll find it a fast seller in any territory, with a nice margin for you. The Rotary Rod Weeder kills weeds with less work—eradicates Canadian Thistle, Russian Thistle, Pigweed—any weed that grows on plowed soil. Made in 8, 10 and 12 foot sizes. The revolving rod takes from 3 to 8 ins. of roots, and can be forced down 6 ins. Nothing equals it for keeping summer-fallow clean.

Get Our Prices and Liberal Sales Offer

Sole Mfgs. ROTARY ROD WEEDER & MFG. CO., Cheney, Wash., U.S.A.

SOLD IN WESTERN CANADA BY

NORTHERN MACHINERY CO. LTD. Calgary, Alta.



Adams Sleighs and Brantford Cutters

For many years the name "ADAMS" has stood for the standard of excellence in the sleigh trade of this country.

Made in styles for ordinary farm work, for heavier teaming and for the heaviest logging work.

Woods that go into them are carefully selected, are thoroughly seasoned and then manufactured by the most modern methods.

Your customers will appreciate their quality.

Write our nearest Branch for full particulars about these or any other lines of Farm Equipment

Brantford cutters will get you both town and country trade.

They're built specially to suit Canadian conditions, by men who have had 35 years experience in the trade.

Materials used are highest grade and their finish and trimmings make them readily saleable.

Now is the time to look up the sleigh, cutter and jumper prospects in your vicinity.



COCKSHUTT PLOW COMPANY, LIMITED

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

4 Big Sellers—With Good Profits



MAX Roll Rim
House Water Tanks

Women folks of Farm and Country homes are certainly keeping our "MAX" Roll Rim House Tanks moving. You'll have no trouble selling them. For drinking or soft Water storage, in 25, 50 and 100 gallons capacity. "ORDER NOW"

MAX Corrugated Iron

Sell this Brand and you are handling the finest quality of raw material and the best manufactured Corrugated Iron obtainable. Sell it for Barns, Implement Sheds, Granaries, Garages, Hog Pens, Cattle Shelters, and all types of Farm Buildings. Galvanised or painted. Every sheet guaranteed true and perfect.



EXTRA SPECIAL PRICES ON THESE TANK HEATERS

The "MAX" Return Flue Heater



Built of Keystone Copper Steel. "Resists Corrosion" One piece construction. Seams welded—not riveted. Smoke flue and fuel door at one end allowing more drinking space for stock. Get our prices. Good profit and satisfied customers.

The "MAX" Stock Tank Heater

Equipped with self dumping grate, making it unnecessary to take the heater from the Tank. It will pay you to handle the "MAX" as the discounts we offer are "special" and the heater is A1.



THERE'S BIG PROFIT IN THESE HEATERS

Western Steel Products Limited

WINNIPEG, REGINA, SASKATOON, CALGARY, EDMONTON, PORT ARTHUR



Dealers:—Now is the time to
Arrange for your Spring Supply of



Regular Style. Bolted and Fitted Plow Share.
Perfect in Fit. Best in Quality.



Reverse Side of Regular Style Share. Note the Wide
REINFORCED POINT and WELD.



Crescent Engine Gang Shares. Fitted and Bolted.
Unequalled for Power Outfits

CRESCENT PLOW SHARES

OVER 1500
PATTERNS

BECAUSE:—

By Your Ordering Now—

You are Assured of Full Spring Delivery

You are Guaranteed Against Decline in Price

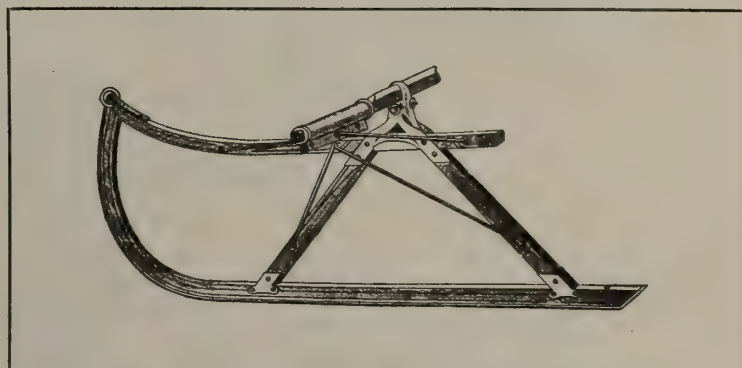
ORDER NOW

“FAVORITE” RUNNER ATTACHMENTS

In Two Sizes:

No. 2 for Buggies

*No. 5 for Democrats
and Delivery Wagons*



Change your Summer Vehicles into Winter Ones
as Quickly and Easily as the Seasons do

ORDER YOURS NOW



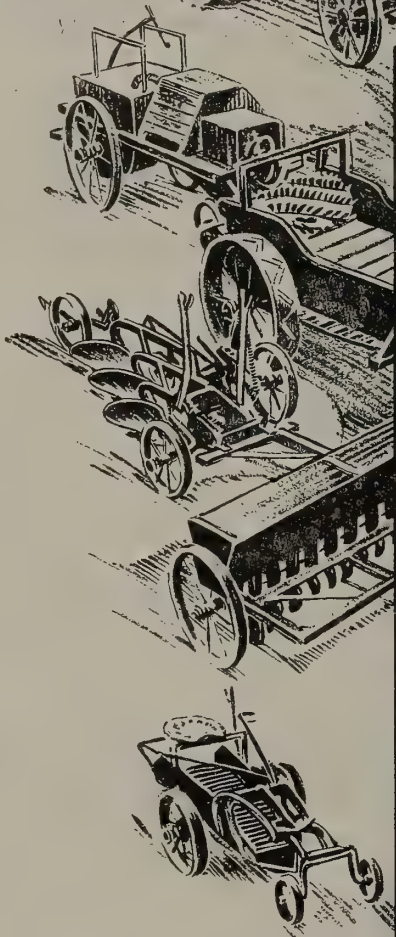
D. ACKLAND & SON, LTD.

WINNIPEG

::

CALGARY





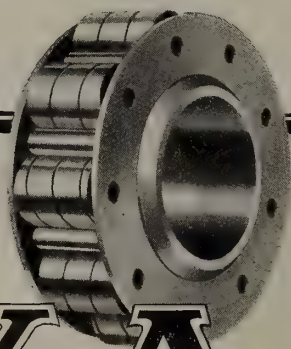
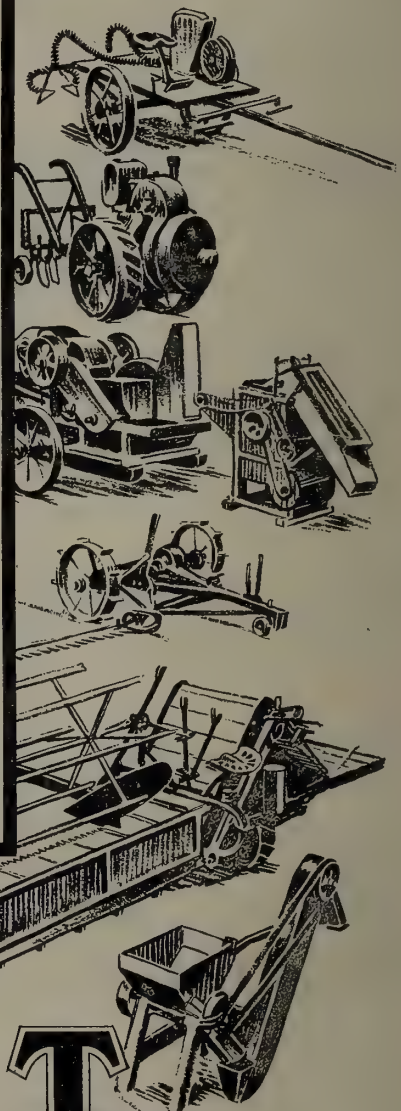
All the way through, Hyatt Roller Bearings carry the load on the farm—keep the wheels turning and the hands busy.

And it's quite a tribute to Hyatt that the owners of Hyatt-equipped implements don't even need to know where their Hyatt Bearings are located.

Remember that when you're buying a new implement or tractor next season—judge them by their bearings.

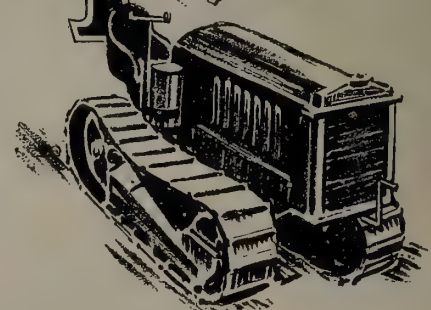
For a complete list of Hyatt-Equipped Tractors and Implements write:

HYATT ROLLER BEARING COMPANY
 DETROIT CHICAGO NEWARK SAN FRANCISCO
 Pittsburgh Cleveland Philadelphia
 Worcester Minneapolis Buffalo
 Huntington Milwaukee Indianapolis



HYATT

ROLLER BEARINGS



CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 11

WINNIPEG, CANADA, NOVEMBER, 1923

SUBSCRIPTION PRICE IN CANADA { Per Year, \$1.00
Per Copy, 10c

Annual Meeting of U.S. Implement Dealers' Federation

The National Federation of Implement Dealers' Associations in the United States held its 24th annual convention in Chicago on October 17, 18, 19, with one of the largest attendances on record. The following gentlemen were elected officers for the ensuing year:

President, Tom N. Witten, Trenton, Mo.; Vice-president, Oscar Rystrom, York, Neb.; Secretary (re-elected), H. J. Hodge, Abilene. New directors, F. P. Watson, Mount Vernon, Ill.; Stanley M. Sellers, Lebanon, Ohio; E. P. Lynch, Faribault, Minn.

The secretary reported that the recent mail ballot taken among members of the implement dealers' associations in the United States showed a nine to one majority in favor of the list-and-discount system of pricing goods. In his address the retiring president, Stanley M. Sellers, stated that the implement business was between the upper and the nether millstones, the upper stone being increased prices for implements, the lower stone the lower prices the farmer gets for his products.

He contended that the main factor to consider in the trade today was to evolve means of reducing expense of distributing implements which increase the cost of getting the goods to the dealer's floor, and from the store to the farm. He claimed that no economy could be had by reducing the margins allowed the trade for many could not exist on what was now allowed. It was questioned by the speaker if service was costing the dealer too much.

Secretary's Address

In his annual address Secretary Hodge reported on the success of the ballot on list pricing, and the majority of the trade that endorsed such a system. Many arguments were advanced as to why this system was preferable. It was claimed by some dealers that it would stabilize the implement business; would educate the trade who do not know their cost of doing business, also that plainly marked and advertised prices help the dealer to sell in competition with the mail-order house. It was also claimed by different dealer voters that the customer is better pleased when he can see the printed price tag for himself, while the farmer will know from published prices what he should pay. It was also contended that this system would benefit dealers who have been operating for years without knowledge of their cost of doing business, while if the list and discount system is successful in the car, tractor, separator and repair business it will also prove so on general line implements.

In contrast those opposed to the plan claimed that it would make the dealer an adjunct of the manufacturer, and that the manufacturer does not give enough consideration to the dealer's overhead. It might be a plan (some claimed) to make the discount smaller, and to make the dealer carry the load of the stock. It was also pointed out the disadvantage the dealer would be at in cases where the manufacturer gave only 12% on a heavy line, when the dealer had an 18% overhead.

The secretary stated that those who favor the plan do so because buying at a list price will be a guide to the merchant in fixing the selling price and maintaining it, while it would also lessen price cutting. For example, the

dealer who uses the list price from which he gets a discount of say 25%, must provide for his overhead expense of say 20%, as well as his profit, so is not so likely to cut the price as he realizes that some profit must be had from the sale.

Recommend Plan to Manufacturers

He suggested that the members advise the manufacturers of the result of the vote giving them the arguments advanced so that manufacturers may individually do as they see fit. Comment was made on the success attained in the elimination of styles of wire fencing. Dealers insist, said the secretary, that the greatest drawback at the present in carrying repair stocks is the impossibility of avoiding overstocking and the accumulation of obsolete parts. It was suggested that the solution was an assurance for the dealer when ordering repair stocks that obsolete goods and overstocks would be taken off their hands at a fair price. Complaint also had been received from the membership regarding delayed invoice service, as the dealers find it impossible to get their repair business to a cash basis when invoices for parts are delayed for from two to four weeks. Some U. S. manufacturers propose to place all orders for shipment by parcel post on a C.O.D. basis, so that the dealer would get the invoice with the goods.

The secretary again spoke on the necessity for better cost accounting, that all overhead must be taken care of before a profit can be made, and that the difference between the invoice cost and freight is not profit but margin; that the percentage must be figured on selling price, not on invoice cost; and that greater care must be taken in keeping expense records.

A close scrutiny of credits, reducing business to a near cash basis, reducing overhead to a minimum, adding lines that will increase volume without adding to overhead, were some of the things the secretary believed that dealers must consider. Good business methods were essential to succeed under present conditions.

A code of ethics for the constituent associations of the federation was recommended and is to be transmitted to them for consideration and suggestion.

The committee on standardization made their report, and delegates were in favor of the standardization of parts which were common to various machines in a line, such as one pattern of seat for all riding machines. Elimination of all superfluous sizes and types of machines was endorsed.

The Dealer's Outlook

Reports from the delegates showed that there was a marked improvement in conditions due to the better prices the farmer was getting for all products except wheat. The fear was expressed that if the manufacturers advance prices for next season it would make it impossible to get any increase in volume for spring goods. Many dealers reported that the farmers had used their machinery to a point where they would have to buy, whatever the price. As one dealer pointed out, the trade should not forget that the farmers are only spending an average of \$55 for farm machinery, as was shown by government records. The trade forgot, he said, that today machinery is far cheaper than farm labor, while the

dealer is not responsible for the conditions which adversely affect agriculture.

High freight rates were condemned as one of the factors that were injuring the position of the farmer, while on the cost of distribution it was held that the big cost was added to the goods before they came to the dealer's warehouse. Many delegates believed that too many traveling salesmen were employed, and it was contended that some manufacturers had too many branch houses.

It was pointed out that manufacturers who furnish sales, expert and collection help to dealers make no distinction in price between such dealers and those who neither require nor get such assistance. R. A. Lathrop, North Dakota, asserted that the latter type of dealer should get lower prices than the others.

A resolution was endorsed that in order to stimulate the business both manufacturers and dealers must eliminate every possible item of expense in the distribution of the goods and the Federation asked the manufacturers to go the limit along this line. Also that manufacturers make a reduction in price to such dealers as maintain their own sales, service and collection expense.

In discussion on the list and discount system of billing it was felt by some delegates that the present time was not opportune to adopt this policy, in view of the frequent price changes in connection with implements. It was claimed that some manufacturers' representatives were leading uninformed dealers astray on cost matters by teaching them that a mark-up of 25% is a margin of the same percentage.

In dealing with measures the implement dealer can take in order to get the business back to normal conditions, R. A. Lathrop suggested that care in buying should be practiced, and that members should co-operate with neighbor dealers in collective purchases where practicable. Encouragement should be given the farmer, and the value of livestock and dairy farming should be emphasized by dealers. Reduction of overhead costs should be attempted, wherever possible, and specialty lines should be sold to maintain volume.

In discussing the possibility of placing the retail implement business on a cash basis, it was felt that this was not prac-

ticable at present. A suggested program for trade conventions, embodying the subjects which can profitably be dealt with, was recommended by a committee.

Resolutions Adopted

The leading resolution extended greetings to the implement manufacturers, and asked for their co-operation with the retail men in getting business back to a better condition.

Another resolution urged the consideration of manufacturers for the demand by the members of the seventeen constituent associations for the list-and-discount method of pricing their goods, as such a system, on a reasonable basis, with published prices for the goods, will stabilize the business, give better volume and will allow dealers a fair profit.

Delayed invoices and a protest against shipping repairs C.O.D., except where justified, were subjects of other resolutions; also a return privilege was asked in connection with repairs.

It was held, by resolution adopted, that manufacturers had made a serious mistake by discontinuing trade and farm paper advertising, and manufacturers were urged to carry larger advertising campaigns in 1924 to assist their dealers.

To Confer on Distributing Costs

The official board of the Federation were asked to arrange for a joint conference of farmers, dealers and implement manufacturers so that the cost of distribution of farm equipment could be discussed. It was also recommended that the government division of domestic commerce, under Secretary Hoover, be asked to assist in this work.

Other resolutions dealt with standardization and elimination, transportation rates, cost accounting, cash business, vocational agriculture and farm bureaux. During the convention a joint session was held with the sales and advertising department of the U. S. National Association of Farm Implement Manufacturers. President Sellers gave the sales managers particulars of some of the subjects dealt with at the Federation Convention, and especially asked for co-operation in the matter of lowering distributing costs. Seventy-six accredited delegates from 14 constituent Dealers' Associations represented the organized retail implement trade of the U. S. at the Federation Convention.

U.S. Implement Manufacturers Met at Cleveland

The National Association of Farm Equipment Manufacturers in the United States, held their annual meeting in the Hotel Statler, Cleveland, October 24-26. On the opening day the president's address was given and the secretary gave his annual report.

The report showed that during the past year active membership had dropped by 12 per cent. The organization has 240 active members, compared with 274 a year ago, while 14 associate members were gained during the year. Operating expenses for the past year were approximately \$5,200 less than the previous year. Reports from the various committees of the association show great activity, 24 such meetings having been held. The secretary also

outlined the service given members by the traffic department which issued rate quotations, audited bills, handled claims, etc. Details were given of the important accomplishments of this department. The service given by the free legal department of the organization was also dealt with, also that of the insurance department.

Alexander Legge, president International Harvester Co., gave an address on the problems of the manufacturers at the present time. In the afternoon S. M. Sellers, representing the National Federation of Implement Dealers Associations, addressed the membership.

Mr. Sellers pointed out the present condition of the retail dealer, and questioned if the manufacturers had

been keeping in close enough touch with the farmers. He said that the farmer absolutely refused to concede the right of implement manufacturers to raise prices. Such was the farmers' attitude, said the speaker, probably because they were entirely ignorant of the loss of millions sustained by the manufacturers. He suggested that the only way out was to look for a remedy.

The speaker claimed that it was a serious oversight on the part of the manufacturers in failing to pass on to the farmer the fact that implement production was even harder hit than agriculture. He maintained that a big dose of publicity was essential and gave the reaction of the worth-while farmers to any notice of increased prices.

The customers state that his reduced income makes him unable to pay the price, and his inability to secure help. He insists that there is no excuse for increased prices of implements, and he honestly believes it, for he has never had the manufacturers' side of the case.

"In your effort as manufacturers to correct conditions by continually saying that prosperity was near," said the speaker, "you have left with the farmer the idea that everything was all right. You know that is not so, and the dealers know some of your troubles and losses. But the farmer does not know and should be told the facts in plain language. You have not engaged a press agent to parade your troubles, in fact you felt it dangerous. Yet the bankers know your losses and still have confidence enough to back you. On the contrary, the farmer has press agented his troubles so that relief measures have been applied."

The speaker then dealt with the need for a joint conference of farmers, dealers and manufacturers of farm equipment to discuss ways and means of lowering the cost of distribution. "We know the journey from forge to farm is expensive—many of us believe un-

duly expensive. The farmers think so, and as they finally pay the bill they must be considered," said Mr. Sellers. "Something is needed in the implement business. If not publicity and reduced expense of distribution—I don't know what it is. The manufacture and distribution of farm implements is so closely interwoven with the farm that farming, manufacturing and distributing cannot be separated. They cannot permanently continue at the present low level. Nothing will make the farmer a heavy buyer today, but he will be a better buyer and more cheerful if he is convinced he is getting a square deal, which he doesn't now believe." In closing the speaker reiterated that the failure of implement makers to tell the farmers the facts about the sorry conditions in the implement business had tremendously increased sales resistance. He also gave details about the other resolutions passed by the Dealers' Federation, which are dealt with in our report of their convention.

The second day B. J. Kough, manager of the John Deere Plow Works, addressed the convention on elimination and standardization, and Finley Mount, president, Advance-Rumely Co., spoke on "Our Public."

W. H. Stackhouse, of French & Hackett, Davenport, dealt with "Certain Aspect of Present Business Conditions." He dealt with foreign trade, agriculture, railroads, wages and other features, citing the fact that the present purchasing power of the implement manufacturers' dollar in wages is but 47.6 cents. The speaker endorsed greater immigration for the United States. On the evening of October 25 the annual banquet was held, with Pres. J. B. Bartholomew as chairman.

During the convention department meetings were held by members interested in the production of specific lines, such as: Ensilage machinery, farm wagons, plows and tillage tools, pumps, silos, hay presses.

sideration the fact that the cost of raw materials is similarly affected.

The farmer feels the effect of the increased labor costs in practically everything he purchases—whether it be clothing, shoes, building material, fuel, or other commodities—and he faces the same problem that the manufacturer is confronted with when it comes to hiring his help.

These facts are not cited as an argument against the higher rate of compensation, but rather to make clear the present inequality of the rates of compensation as between the farmer and those in other lines. Just as the increased cost of help on farms has increased the farmer's production costs, so has increased labor content entering into the price of raw materials; into the increased freight charges, and into the manufacture of farm machinery brought about the recent increases in the price of such equipment.

Since July, 1922, the following advances in materials we use are recorded: Steel bars 43%; pig iron 8.3%; bolts and nuts 50%; lumber 15%, labor 11%. In former years the implement manufacturer was able to protect himself over a certain period by contracting in advance for his future supplies. This practice has been discontinued, due to conditions over which our industry has no control. On most of his materials he is unable to make any contracts at all and on others for only limited periods. The National Industrial Conference Board is authority for the statement that the agricultural implement manufacturer's dollar was worth in May, 1923, only 47.6 cents when used to purchase labor as compared with the purchasing ability of the 1914 dollar.

Conditions over which the farm equipment manufacturers have had no control forced them to advance their prices from time to time to offset to some extent the added manufacturing and transportation expenses.

Farm Equipment is Cheap

Let us compare the retail prices of farm machinery with those of articles purchased for the household and which are considered as very cheap, on the basis of cost per pound weight. They bring home forcibly the fact that the farm equipment industry has been keeping down its prices to the lowest possible point:

Farm Equipment Retail Prices—	
Dump Rake	9c
Disc Harrow	11c
Mower	10½c
Binder	12½c
Hay Loader	10c
Cultivator	13c
Potato Digger	10c
Spreader	9½c
Average Now	12c
Household Equipment Prices—	
Kitchen Stove	9c
Bath Tub	12c
Wash Boiler	15c
Steel Frying Pan	15c
Cast Iron Griddle	17c
Coffee Pot	22c
Piano	36c
Low Priced Touring Car	23c

Any dealer or farmer who wishes to take the time can verify these comparisons and hundreds of similar ones showing even greater disparity, always with farm equipment lower.

Farm Equipment and Automobile Prices

Price trends in our industry have been contrasted with those in the automobile industry. The farmer who points to recent reductions in the automobile industry as an indication that cars are being sold cheaply, possibly would view the matter in a different light if he knew that the cheapest automobile is selling on a pound basis of 23 to 40 cents, varying with the style, whereas the average retail price of farm machinery just referred to is only 12 cents a pound! A binder at \$250 retail is only 12½ cents per pound; a spreader at \$187 only 9½ cents per pound.

The average man thinks perhaps some big reductions have been made in automobile prices. An analysis shows, how-

ever, that the reduction in a touring car is \$3; a roadster, \$14; a coupe, \$22; while on the tractor an advance of \$25 has been made. This amounts to a frank admission that this tractor was sold at a loss. These price changes will help materially to establish better feeling toward our own industry because if by the greatest production methods known automobiles cannot be sold for a price per pound as low as farm equipment, our prices are certainly not unreasonable.

As all those who are familiar with the situation know, farm machinery was sold at very low prices until the war period, when rising material and labor costs made it absolutely necessary for the manufacturer to increase his prices somewhat.

The remarkable increase in production of automobiles has naturally been reflected in greatly reduced manufacturing and selling cost, whereas the decreased demand in many branches of the agricultural implement industry during the last decade has had exactly the opposite effect on the cost of manufacturing and distribution of farm equipment.

Owing to the fact that the farm implement business today is practically upon a replacement basis in many lines, the question of obtaining a sufficient volume of production to keep costs down has been a problem that manufacturers of farm equipment have not yet solved. They have slashed salaries. From president to office boy, everyone must earn his salary or get out.

It is only through use of modern farm equipment that the farmer can hope to get back on his feet—and from that standpoint the farmer's dollar is worth more than 100 cents when buying a tool, regardless of its cost. According to the U.S. Department of Agriculture the farmer's dollar on September 4 was worth 72.2 cents to purchase all commodities. When used to purchase implements the same dollar is worth considerably more.

Why Not Sell Implements on Utility Basis?

But, after all, why shouldn't farm equipment be merchandized on the basis of what it will do for the farmer; on its ability to save the farmer labor; increase his yields and reduce his per acre costs, instead of being sold on the basis of price comparisons. Figured on that basis of utility the farmer's investment in efficient equipment is worth much more than 100 cents on the dollar.

Farm machinery, naturally, is selling higher than formerly. However, in the farmer's investment, according to government figures, it does not run more than 5 per cent. In his operating expenses it represents less than 8 per cent. of the total.

Yet by means of this small per cent. of his operating charges—4 to 8 per cent. to be specific—the farmer has been enabled to increase his wheat production from 4.3 bushels per capita in 1849 to 9.4 bushels in 1919. Farming without modern machinery is inconceivable. Use of efficient equipment has made the North American farmer the greatest producer in the world. The increase in labor efficiency of present-day equipment as compared with the crude implements of only a century ago is variously estimated to be from 500 to 2500 per cent. Certainly it is modern machinery alone that has enabled millions to leave our farms without impairing production in the slightest degree.

Conditions are improving. The nine dollar hogs, thirteen dollar cattle, and fourteen dollar lambs which recently attracted the country's attention are doing more to help the farmers pay their bills than all their political "friends." Corn at 80 to 95 cents on the farm is a good sign. True, many farm products are still away out of line, and the farmer has good reason to feel that conditions are not what they should be.

Sell "Farmhands" to the Farmer

Selling the farmer labor-saving tools is selling him farm-hands. With farm labor where it is, that is no small item. Even if farm equipment does cost more than in pre-war years, it is earning a great deal more for the farmer through

Sell Implements on the Utility Basis

An address by F. M. White, Emerson-Brantingham Implement Co. Rockford, Ill. Chairman Sales and Advertising Departments, National Association of Farm Equipment Manufacturers.

Agriculture has been out of balance with other industries during the last few years and as a result our own industry has suffered tremendously. The farmer has been and is today telling a story to the country about his great losses and the fact that he receives less in proportion for his products than he has to pay for commodities he buys. When the farmer is not prosperous there cannot be the fullest degree of prosperity in the country at large, although many economists have recently made claims that other industries have grown to be as important factors in prosperity as agriculture.

Dealer and Manufacturer have Story to Tell

The implement dealer and manufacturer have travelled the same road as the farmer, and they have a story equally interesting and important to tell him. How often do you think we have told our story effectively? Certainly not sufficiently often to arouse a wide-spread recognition that in buying implements the farmer is purchasing the cheapest article he buys, quality and workmanship considered.

In many instances, no doubt, the manufacturer's version of present prices has not been repeated to the farmer because the dealer has not been furnished with all the facts. However, where the manufacturer has fortified his dealer organization with these facts, the dealer has little difficulty in demonstrating that the very machines which make it possible for the farmer to lower his production costs have been and are being sold to him at prices which are not only down to bed-rock, but which actually mean heavy losses to the manufacturers.

The mortality rate in the farm equipment manufacturing industry is proof of that. Some of the oldest and most conservative companies have been unable to weather the financial storm. Even during the war years—1914-1918—the profits of the leading concerns averaged only 6.51 per cent.—profits which were wiped out entirely after the war.

Having suffered severely himself, the farmer should be in a position to appreciate the viewpoint of the implement companies which went far into the red in 1921, and then incurred further losses in 1922; and certainly will not do a profitable business in 1923.

Farmer and Manufacturer Face Same Problem

This situation cannot be charged to mismanagement, cost of distribution, watered stock, or high finance of any kind. On these counts the implement industry has a clean record. To what then may it be attributed?

Primarily the cause is the same as that which is largely responsible for the disparity between the prices the farmer receives for his products and the prices he pays for the commodities he buys—constantly increasing labor costs. Has that fact been fully explained to our farmer-customer? If not, isn't it time that we were doing so,

Authorities in many lines of production, after careful analysis, point out that 80 per cent. of the wholesale price of manufactured articles, generally speaking, is labor cost in production.

Ordinarily, when a manufacturer is asked what proportion of his product is due to labor charges, he quotes only the labor cost in his particular manufacturing operation, failing to take into con-



They Turned It Right Into Profits!

*\$1000.00 was the average profit-increase
of Rumely School trained dealers*

DEALERS who co-operated with our Educational Plan and attended the Advance-Rumely Power Farming Schools last year, have set up a fine record. They have proved that this training brings **IMMEDIATE RETURNS**.

A close check-up of these men shows that their average increase in profits, compared to those dealers who did not attend the school, was \$1000.00. And they paid nothing for the training.

These schools teach you to "KNOW YOUR TRACTOR AND SEPARATOR." By actual work and through interesting lectures you learn to take down, inspect, adjust, repair and replace every part of the tractor. You learn about the distinctive OILPULL engineering improvements—Triple Heat Control—Dual Lubrication—Oil Cooling.

But, in addition, your close study of the OILPULL fills you with a deep respect for its high standards. You see the beautiful workmanship. You understand WHY it gives such wonderful service—WHY it holds Fuel Economy Records, Low Upkeep Records, Long Life Records. You go away brimful of enthusiasm and selling ideas.

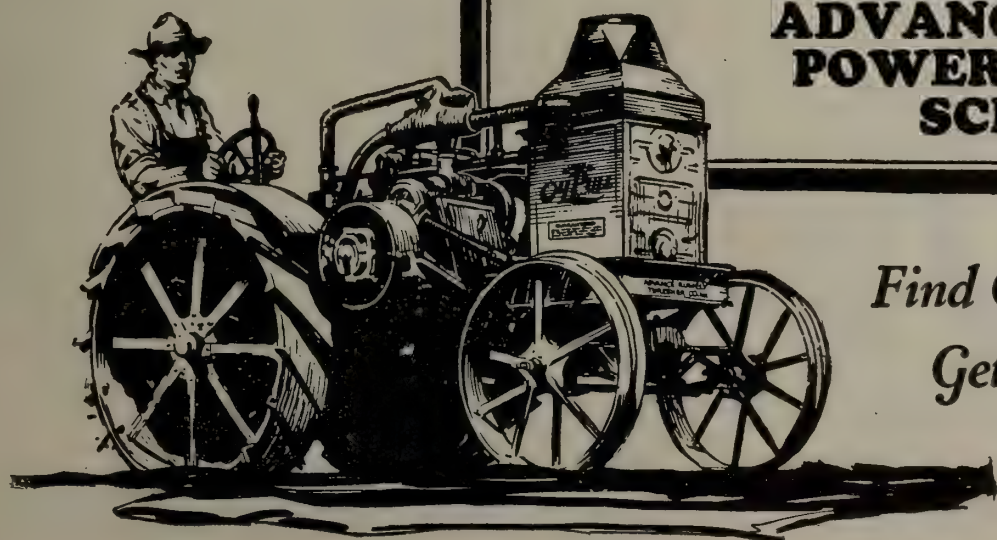
There is a way by which you may have this training absolutely FREE. Find out about it now. We will also send date and location of sessions in your territory.

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Saskatoon, Sask. Calgary, Alta. Regina, Sask. Winnipeg, Man.
48 Abell St., Toronto, Ont.

Sixth Season

**ADVANCE-RUMELY
POWER FARMING
SCHOOLS**



*Find Out How You Can
Get This Training
FREE!*

its replacement of higher priced men. Why not sell farm machinery on that basis instead of a basis of price "before and after"?

The expensive machine is not the new, efficient labor-saving machine, but the old, inefficient equipment that keeps costs up and production down. Many farmers have found that worn-out farm machinery does not bring full crops, and that if they wish to enjoy the pleasures of a motor car which adds some \$300 or more to their expense account annually, the only way to meet this increasing expense is to increase crop returns through using the most up-to-date labor-saving equipment.

The more thrifty farmers, when they decide to buy an automobile and thereby

increase their expense, are planning to increase their income a corresponding amount by seeing that they get maximum crops through keeping their farm machinery in good repair and by replacing that which is worn out.

As this idea spreads, dealers can look for a most excellent trade for several years to come as the neglect and depreciation that has been going on has undoubtedly been greater than many people realize. Why not bring all these facts to the farmer's attention the next time he comes to the store? The dealer and manufacturer have a real story to tell the farmer, and in giving their side to him the dealer will be performing a real service to himself, to the farmer, and to the manufacturer.

With the Manufacturers

General Motors of Canada, Ltd., Oshawa, Ontario, employ 4,450 people in the making of their motor cars and trucks.

Paul Hansmann, of Long Prairie, Minn., has designed a tractor plow for use with small tractors.

Announcement was made in the United States, October 1 of an advance in the price of Fordson tractors from \$395 to \$420.

S. T. Scofield has been appointed advertising manager of Fairbanks-Morse & Co., Chicago, Ill.

The J. I. Case Plow Works Co., Racine, Wis., reported an increase of 54 per cent. in sales for the first eight months of the fiscal year.

The Hudson Manufacturing Co., Minneapolis, Minn., has issued a new catalogue known as No. 18. It is supplementary to the company's general catalogue F.

The Continental Truck Company of Superior, Wis., has taken over the factory formerly occupied by the Stinson Tractor Company and state that they are now in position to furnish repair parts for Stinson tractors.

R. I. Mulch, formerly sales manager of the Star Motors Co. of California, has been appointed general manager of Durant Motors of Canada, Limited, Leaside, Ont.

The annual convention of the American Society of Agricultural Engineers will be held in Chicago, November 8, 9 and 10, with headquarters at the Great Northern hotel.

Julius J. Goetz has been appointed receiver for the Christensen Engineering Co., Milwaukee, Wisconsin, a concern that was for many years manufacturers of the Badger line of farm engines.

Frank W. Edlin, vice-president and sales manager of the Moline Plow Company, has been given an indefinite leave of absence. P. H. Noland has been named acting sales manager.

Richard W. Yerkes, formerly general manager of the Link-Belt Co. plant at Philadelphia, has been appointed treasurer of the company and transferred to the main office in Chicago.

The Bryan Harvester Company, Inc., of Peru, Ind., manufacturers of the Bryan Light Steam Tractor, have announced a

reduction in the price of \$115.00, making the present list price of this tractor \$2,385 factory.

The new refinery of the Imperial Oil Co., Ltd., at Calgary, is nearing completion. At present about 1,000 men are employed on the work, and the plant, when completed, will give steady employment to 225.

The De Laval Co., Limited, manufacturers of dairy machinery, Peterborough, Ont., are enlarging their factory by a building 114x42 feet, which will be used for a pickling and tinning plant.

R. L. Thompson has been elected secretary and general manager of the Owatonna Implement Manufacturing Co., Owatonna, Minn. This company was formed last December and acquired the plant of the new Owatonna Manufacturing Co.

In the manufacturers' class at the Big Rock plowing match, held at Big Rock, Ill., recently, a new high score was achieved by Glenn Wright driving an E-B Fordson two-bottom plow made by the Emerson-Brantingham Co., Rockford, Ill.

Guy H. Hall has resigned as manager of the Public Relations Department of the Holt Manufacturing Co., Peoria, Ill., to become sales promotion manager for the Fordson Tractor Distributors' Organization in New York City.

It is rumored that the Kelly-Springfield Tire Co., New York, will establish a branch factory in Canada. Representatives have been in this country investigating conditions, but no official announcement of the company's plans has yet been made.

An analysis of the motor car registrations for the Province of Ontario shows some interesting facts regarding the growth of Chevrolet sales this year. For the first six months of 1923 Chevrolet sales have increased 76 per cent. over the same period in 1922.

The Stover Manfg. & Engine Co., Freeport, Ill., announce that they have placed on the market a new type of saw frame especially designed for use with the Fordson tractor. Attached to the front of the tractor, the saw frame is taken to the wood.

The A C Spark Plug Co., Flint, Michigan, recently introduced a metal container for carrying four spare spark plugs. The kits are furnished to A C dealers without charge. The kit is made strong enough to protect the plugs from damage and breakage.

S. C. Johnson & Son, Ltd., the Canadian branch of S. C. Johnson & Son, Racine, Wis., have a plant at Brantford consisting of

seven buildings on a 2½-acre site, with a capacity output of floor wax, wood finish, enamels and varnishes valued at \$2,500,000.

The Chemical Division of General Motors Corp. announce that the Standard Oil Co., Chicago branch, will distribute gasoline in its territory, treated with anti-knock fluid developed by the chemical division of the corporation.

Things are humming at the big plant of the J. I. Case Threshing Machine Co., Racine, Wis. Much of the extra activity arises from a good export business in threshers, combines, tractors and automobiles with South America and Australia.

The Drew Line Co. has been formed at Fort Atkinson, Wis., to continue the manufacture of the Drew farm equipment line and has taken over the assets of the former Aspinwall-Drew plant at Waterloo, Wis. The James Manufacturing Co. owners are interested in the new company.

R. E. MacKenzie, who has been advertising manager for the Timken Roller Bearing Co. of Canton, O., for the past four years, has resigned. L. M. Klinedinst, assistant manager of sales, in addition to his duties in that position has been made advertising manager.

W. S. Peterman, the new field manager of sales for the Matthew Moody & Sons Company of Terrebonne, P.Q., was for many years connected with the Advance-Rumely Co. of La Porte, Indiana. He was also for a time with the Twin City Co. of Minneapolis.

The Beaver Motor Truck Corp., for some years located at Hamilton, Ont., have purchased a site at Brampton where they will move their factory as soon as a new plant can be erected. Two buildings 120x70 feet will be erected at a cost of about \$150,000.

Recently the Maytag Co., Newton, Iowa, shipped its third trainload of washing machines from the factory, the last shipment going to Philadelphia. It is stated that every washer was sold before shipment. The three trainloads sold this year are valued at \$1,200,000.

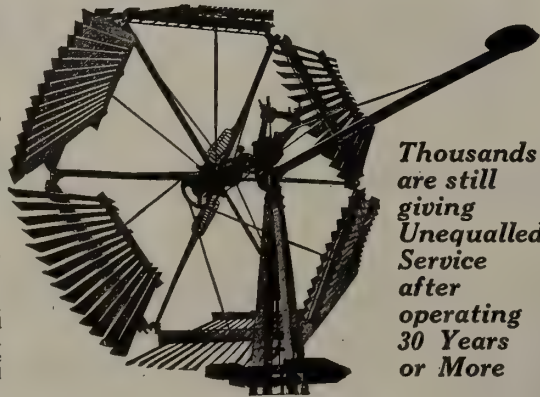
At the convention of the Iowa Implement Dealers' Association to be held at Des Moines December 4 to 7, Dave E. Darrah, advertising manager of the Hart-Parr Co. will give an address on the loss through lack of care of farm machines. The address will be broadcasted by radio.

The Frost & Wood Co., Smith Falls, Ont., announce that B. C. Holder has been appointed man-

MONITOR Vaneless Gearless WINDMILLS

"The Cheapest
Pumping Power
in the World"

The Only Real Vaneless Mill sold in Canada. It will withstand any cyclone. A wonderful investment for the farmer. Two sizes—10 and 12 feet.



Thousands
are still
giving
Unequaled
Service
after
operating
30 Years
or More

There's Profit in Them—for both Farmer and Dealer

Removable brass bearings, surrounded by grease cavities, give perfect lubrication. Positively governed—safe in any wind pressure. Longer life—minimum pumping cost. Equally efficient in deep or shallow wells, large or small cylinders. This mill is adapted to any tower—3 or 4-post or to a mast. A complete stock of mills and repairs is carried in Brandon. We also sell steel back-gear mills in 5, 8, 10 and 12 feet sizes. Get prices on our pumps, pump-jacks and cylinder lines.

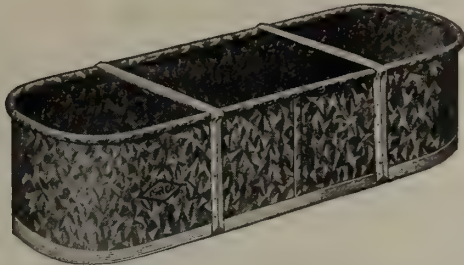
Sold through Dealers only—Write for Details

Baker Mfg. Co., Evansville, Wis., U.S.A.
Canadian Distributor: **P.M. AMES, BRANDON, MAN.**

MAKE *Metallic* YOUR
Source **O**f **S**upply
 AND ENJOY *Metallic* SERVICE



"RED BOTTOM" HOUSE TANKS. Sizes from 28 gals to 450 gals.



"RED BOTTOM" ROUND END TROUGHS for watering stock, are strongly constructed, and are fitted with clips for Tank Heater, whilst the prices are right.



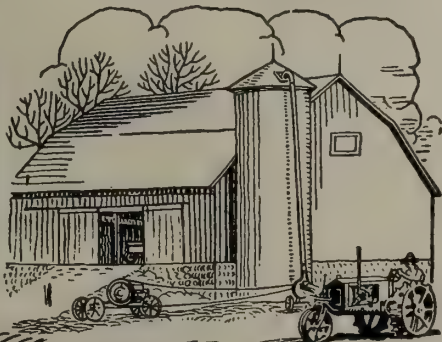
"RED BOTTOM" SNOW MELTERS (and Feed Cookers), an article required on every farm in Western Canada. A sample Melter displayed will sell many.



This TANK HEATER will give a good quick heat under the most severe weather conditions.

The "RED BOTTOM" Tank Dealer
 IS RECOGNIZED AS A LEADING MERCHANT IN EVERY TOWN
Good Trade Discounts - - Price Lists Free on Request

The METALLIC ROOFING COMPANY of CANADA, Ltd.
 797 Notre Dame Avenue - - (Manufacturers) - - WINNIPEG, Man.



**There is no substitute
 for a Columbia "Hot Shot"**

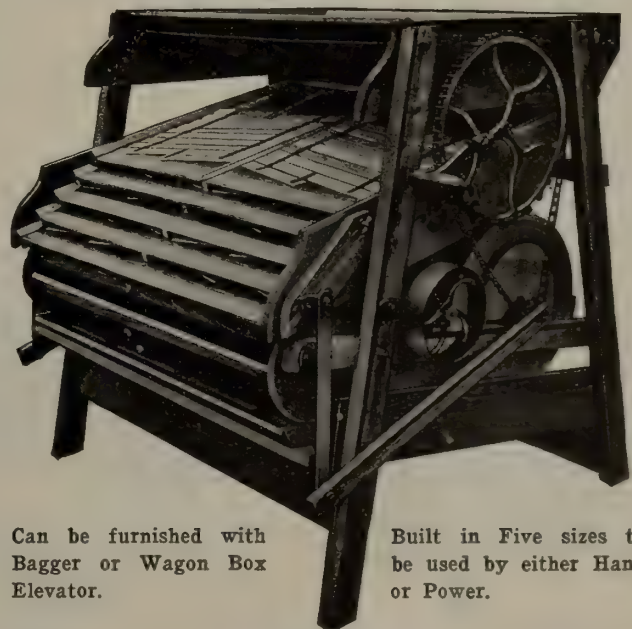
On the ignition of tractors and gas engines the service you get from a Columbia "Hot Shot" is distinctive. The battery in its weather-proof steel case is a single, solid package. There are no mechanical parts to call for constant adjustment or expensive replacement. Costs little, is extremely powerful and lasts an unusually long time.

Columbia Dry Batteries for all purposes are for sale by implement dealers; electricians; hardware and auto-accessory shops; garages; general stores.

CANADIAN NATIONAL CARBON COMPANY, LIMITED
 Montreal TORONTO Winnipeg

**Columbia
 Dry Batteries**
— they last longer

**Sell the "WINNER" and Get
 The Fanning Mill Business**



Can be furnished with
 Bagger or Wagon Box
 Elevator.

Built in Five sizes to
 be used by either Hand
 or Power.

A "WINNER" from start to finish. Clean grain means better prices for the grain sold and better grade for sowing, resulting in larger and better crop the following year.

The "WINNER" is widely known as the mill having the largest capacity, and being the best cleaner and grader of grain on the market. Cleans all grains—and does it right. DEALERS:—Don't fail to get our special Fall Terms and the agency for the "WINNER" Mill, as now is the time to sell mills for Fall cleaning.

The AMERICAN GRAIN SEPARATOR Co.
 WINNIPEG - - - MANITOBA

ager of the Maritime branch of the company, with headquarters at St. John, N. B. Mr. Holder succeeds W. F. Burditt, who has retired after thirty years service with the Frost & Wood Co.

Walter B. Wilde, who has been president of the Hart Grain Weigher Co., Peoria, Ill., for a number of years, has been succeeded in that capacity by A. J. Hartley. Other officers are H. A. Coffman, vice-president; H. E. Todd, secretary; J. E. Jackson, treasurer, and H. E. Curtis, assistant treasurer.

The manufacture and sale of Moore self-cleaning rakes has been taken over by the Johnson Gas Appliance Co., Cedar Rapids, Iowa, that company having acquired the equipment, stock and patent rights of the Moore Self-Cleaning Rake Co. The rakes will be sold under the trade name Du-Moore Self-Cleaning Rakes.

Fred A. Jackson, who has been in charge of the Kansas City branch of the Massey-Harris Harvester Company, Inc., Batavia, N.Y., has been appointed sales manager for the company's domestic trade, and Charles E. Frause, who has been in charge of the company's advertising, has been made assistant sales manager.

The headquarters of the McCartney Milking Machine Co., are to be transferred from Ottawa to Brockville very shortly. In the past certain of the manufacturing operations have been carried on at Ottawa, and part of the work done at the Company's Brockville plant. All the manufacturing will in future be done at Brockville

and the Ottawa office will be closed.

The Stephens Motor Car Co. has been incorporated at Freeport, Ill., with a capital stock of \$2,000,000. The business of this company was formerly conducted as a part of the Moline Plow Co.

A motor-driven brush for sweeping streets of dirt and snow is being made by the Detroit Harvester Co., 6535 Livernois Ave., Detroit, Mich., for attachment to the Fordson tractor.

Canadian Avery Again Handle Hart Self Feeders

H. A. Coffman, vice-president of the Hart Grain Weigher Co., Peoria, Ill., was a recent business visitor to Winnipeg following a trip to Regina, Brandon, Portage la Prairie and other points. While in Winnipeg he completed arrangements with L. J. Haug, manager of the Winnipeg branch of the Canadian Avery Co., whereby the Avery organization will continue to distribute Hart New Model self feeders in the Canadian West in 1924.

Mr. Coffman is particularly well pleased with the number of their feeders sold in the prairie provinces this year—which was double what they anticipated; in fact the Avery organization sold out their entire stock and could have placed more feeders save for the fact that the factory could not take care of the demand. This augurs well for the business in this line in 1924, and the Canadian Avery Co. are now making arrangements with dealers throughout the west for local representation for 1924 business.

The Hart new model self feeder has been on the market for three years, and the company state that wherever used separator owners are enthusiastic regarding its good work and light running qualities. It can be operated by a 1½" belt so light running is the design, while it feeds very evenly, and is under a guarantee to feed the separator to full capacity and to feed it evenly, without slugging or overloading it. The Hart Grain Weigher Co. state that their 1923 business in the United States was also very gratifying.

Massey-Harris Executives Met in Winnipeg

Executives of the head office of the Massey-Harris Co., Toronto, came west to Winnipeg last month where they held the annual meeting with the Western branch managers of the organization. Business conditions during the past year were gone into and plans made for 1924, while the outlook was analysed. The following members of the company participated in the conference:

From the Toronto Head Office: Thomas Bradshaw, general manager; C. L. Wisner, assistant general manager in charge of sales; George Valentine, assistant general manager in charge of production; W. J. Verity, in charge of the plow department of the company.

From the Western branch houses: C. H. Whitaker, manager of the Winnipeg branch; A. A. Campbell, Brandon; J. A. Graham, Regina; J. Nichol, Sas-

katoon; H. Baker, Edmonton, and A. W. Trickey, manager at Calgary. Vincent Massey, president of the company, recently returned east after a comprehensive tour of the West.

Winnipeg Wholesale Association Held Meeting

The Winnipeg Wholesale Implement Association held their regular meeting on October 25th in the Marlborough Hotel, with seventeen members present. M. J. Beatty, of Beatty Bros., Ltd., Fergus, Ont., was a guest of the Association.

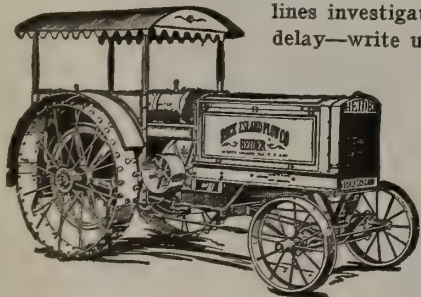
J. A. Tanner, manager of the International Harvester Co. and chairman of the Legislative Committee reported on the meeting of the creditor organizations with the representatives of the farmers and the provincial government. In discussion with the reeves of the municipalities he pointed out to them the advance in their labor costs and threshing costs. They asked the creditor organizations for a solution of their difficulties, and Mr. Tanner suggested that the best plan for farmers today was to get down to quarter section farms, to rotate their crops, eradicate sow thistle, milk eight or ten cows and feed some cattle during winter so that they could get top prices in spring. There were too many cars and too few cows, and it would pay in many cases to run the car into the river.

Mr. J. Beatty, of Beatty Bros., claimed that the farm implement industry underestimated its importance; it should direct more publicity to the farmers on what it had done to help agriculture.

With the "WATERLOO" Line You'll Command Sound, Profitable Trade

Tractors—Steam Engines—Threshers—Tractor Implements. How about Territory?

Back of the "Waterloo" Line of "Champion" Separators, made in seven sizes, and Leaders for over 60 years, you have a steam engine, tractor, and tractor tool line that gives your customers dollar-for-dollar value—and that will win their business in years to come. Before you complete arrangements for your 1924 lines investigate the "Waterloo" Contract. It will give you honest values, better quality, and your profits will be real profits. Don't delay—write us.



"HEIDER" FARM TRACTORS

9-16, 12-20, 12-24 h.p.

Backed by a record of over 15 years field work, steady dependability and economy. No transmission gears. Seven speeds, forward or reverse, all with one

lever and on one motor speed. Special heavy-duty Waukesha motors. Ask for prices and details.

Rock Island Tractor Implements

Rock Island Tractor plows, in 2, 3 and 4 bottoms, with the famous CTX mold-board. None better. Also the No. 38 Tractor Disc, in 8 and 10 ft. sizes.

WATERLOO STEAM ENGINES in 16, 18, 22 and 25 h.p.—Canada's best built steamer for plowing, threshing or road work. Ask for our 1924 discounts and proposition on the above lines.

The Waterloo Manufacturing Company, Limited
Winnipeg Portage la Prairie Regina Saskatoon

Announcing the 20-40 "EAGLE" Tractor

In addition to the present models, the 12-22 and 16-30, we now have in stock, ready for dealers, the new size "Eagle" 20-40 h.p. Built on the same simple design, but with a twin cylinder motor, 8" x 10". Thoroughly tested, it has great surplus power over rating. Eagle tractors use gasoline or kerosene. Hyatt equipped. Enclosed gearing and auto steering. Send for particulars of the "Eagle" line—now.



One hundred years ago the farmer was a serf, working only an average of 13 acres of land. Today with modern implements he averages 200 acres, and stands equal with any calling in the world.

"What do implements mean?" declared Mr. Beatty. "In China, with four hundred million of a population 88 per cent. are farmers, yet through lack of modern implements they suffer periodical famines. In Canada, with eight to nine million of a population, and 44 per cent. on the farms, due to the use of modern machinery we are the second greatest exporting nation as regards agricultural products. In a century you have raised Canadian farmers to that position. Why not tell them what you have done for agriculture?"

The auditors for the association were appointed, and it was decided that the entertainment committee arrange for a Ladies' Night for the November meeting, at which the wives of the members would be present. Either a theatre party or card party will be arranged. The November meeting will be held on November 22nd.

Aspinwall Factory Transferred To Maritimes

The John Watson Co., Houlton, Maine, in addition to taking over the planter business of the Aspinwall Canadian Co., as announced in our last issue, has also purchased the sprayer and potato digger business of the Canadian company. This includes the entire rights of the Aspinwall Canadian Co., machinery at the Guelph factory, machines in stock, repairs and raw materials. The John Watson Co. have transferred the business from Guelph to Woodstock, N.B., where a factory has been leased. Western dealers will have to address the Woodstock factory for repairs until further arrangements are made.

A. Jacques, for many years in charge of the Canadian Aspinwall Co., has been retained by the John Watson Co. and has taken up residence at Woodstock.

Facts for Grinder Selling

Hogs fed on wheat made more rapid gains than corn-fed hogs, the wheat feeding averaging during 120 days 1.5 pounds per day, with corn one pound per day gain, according to tests made.

In the Missouri test each 483 pounds of wheat produced 100 pounds of pork, whereas it took 582 pounds of corn. With corn worth 85 cents per bushel, wheat in this way was worth \$1.11.

Hart-Parr Limited Open Winnie Branch

Hart-Parr Limited, with Canadian headquarters at Regina, have located a branch office for Manitoba at 230 Princess Street, Winnipeg, which was opened November 1st. J. P. Gregg, western Canadian manager, visited Winnipeg and completed arrangements.

The Winnipeg office will take over the merchandising of Hart-Parr tractors and repairs for same in the Province of Manitoba, and will serve as a sales and service branch. The head office

for the Western Canadian trade will remain at Regina, in the Hart-Parr building, where the company continue to maintain their master stock of Hart-Parr repairs.

J. P. Gregg, Jr., son of the western Canadian manager, will be in charge of the Winnipeg branch. He has been at the Regina headquarters on service work for the past year, and before then had two years' experience at the factory at Charles City, Iowa. This change in arrangements means that Hart-Parr Limited are again going direct to the trade in Manitoba territory, as

for the past two years their distribution and repair service in this province was taken care of by the F. N. McDonald Company, 156 Princess St., Winnipeg.

Dates for British Industries Fair

The British Industries Fair, which is operated by the British Government Department of Overseas Trade and is now the largest annual trade fair in the world, will be held at the White City in London from 28th April to 9th May, 1924, and at Castle Bromwich, Birmingham, from 12th May to the 23rd of that month.

Dealers:— Add to Your Profits and Prestige During 1924 by Handling the Famous

HART NEW MODEL SELF FEEDERS



"Keeps the Separator Busy"

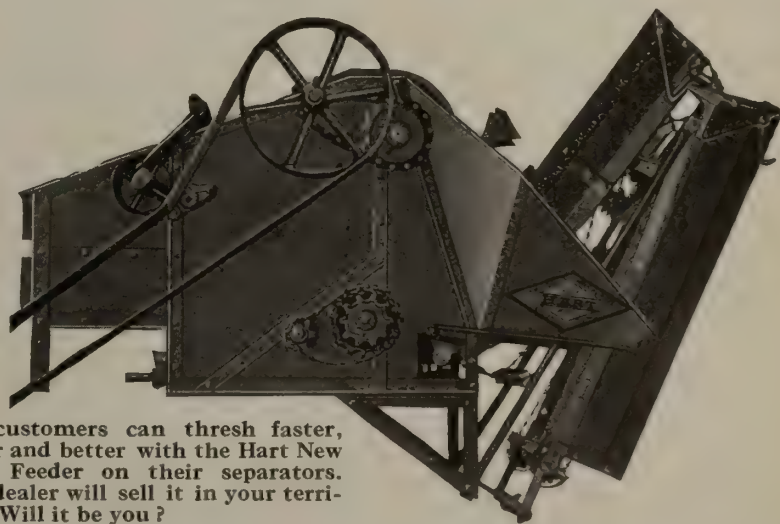
The Only Self Feeder With Variable Speed Control

The remarkable sales success of the Hart New Model Self Feeder in the Canadian West, in 1923, makes them a line that it will pay aggressive dealers to represent. Wherever sold they make friends. They sell as easily as they run. The Hart New Model Self Feeders automatically change speed to prevent over-loading or slugging. The riddle never stops—the cylinder never runs empty. Embody a new band cutter. More

efficient—takes less power. Adjustable throat permits setting feeder to suit capacity of thresher. It feeds faster and more evenly and runs lighter. Note how the carrier folds. No ratchets, screws or levers. Simply push down on end. Takes up no room. Gives more tongue clearance. Pitching throat 12" deep and 15" wider than main feeder. Back geared drive; 2 to 1 reduction.

All Steel Construction. Fits any Separator—New or Old.

Feeds any kind of grain, flax or clover perfectly, and does not wrap or wind. Regularly furnished with 9 ft. carrier; 14 ft. carrier can be supplied. Note sectional view showing interior mechanism. Careless pitchers cannot cause trouble with this Feeder.



Your customers can thresh faster, cleaner and better with the Hart New Model Feeder on their separators. Some dealer will sell it in your territory. Will it be you?

Stocks carried at Winnipeg, Regina and Edmonton, and Repair stocks also at Calgary. Write NOW to the Canadian Avery Co. for Catalog, Prices and Attractive Sales Offer. Don't Delay. Get your territory reservation at once.

Manufactured by the HART GRAIN WEIGHER CO. Peoria, Ill., U.S.A.

Sole Distributors for Western Canada

Canadian Avery Company, Limited

Winnipeg

Regina

Edmonton

New Westminster, B.C.

Keeping in Contact With Your Business

At this season of the year the implement dealer is vitally interested in collections, and it so happens that also at this season the subscriptions of quite a percentage of our readers fall due for renewal. To all such notices have been sent, and the man who values keeping in contact with all that is up-to-date in the farm equipment business will not delay in remitting the small amount necessary for assuring the delivery of his implement trade journal for the next twelve months.

It is of advantage for the retail merchant in any line to keep posted on trade matters in connection with what he sells, to learn of new lines on the market, to benefit by the experiences of others as given in his trade journal, and to generally keep in contact with every topical issue in connection with his business. All this he can do through the pages of his trade paper, and for a very small investment.

Subscribers to "Canadian Farm Implements" have access to a repair information service which saves the dealer a great deal of trouble, and that will earn him repair profits he might not have had he not this service at his disposal. In every district there are machines in use which the dealer never sold and with which he is entirely unacquainted. Many of them were never sold in Canada, but were brought in by farmers. The location of repair parts for such machines is of importance to the dealers who value the prestige that good repair service brings them, in addition to their profit margin.

This publication has a remarkably complete library of repair catalogs, and tabulated repair files that are so complete that very rarely is it that we cannot give the dealer the information he requires by return mail. Again, it may take a dozen phone calls, possibly letters to distant cities, but the end in view is the same—to give the dealer, as soon as possible, the repair source for the machine. This is the service we give the trade, and a service, we are glad to report, that they appreciate, as evidenced by hundreds of congratulatory letters received.

It is, of course, obvious that this service is only at the disposal of paid up subscribers—which is a good reason why dealers whose subscriptions expire this month, should renew as soon as possible. One feature we would emphasize, and that is that our readers

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

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\$1.00 per year in Canada; Foreign, \$1.25 per year.

Single Copies, 15 cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Tractor, Implement and Power Farm Machinery Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Member U. S. National Association of Farm Equipment Manufacturers
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, NOVEMBER, 1923

should not forget to enclose a stamped, addressed envelope with all repair enquiries, for in answering hundreds of enquiries each month, postage expense would mean a heavy outlay for this publication to take care of.

In renewing your subscription for 1924, do not forget that we are at your service not only as regards repair information but also to put you in touch with jobbers who handle special lines in which you are interested. As Western Canada's only implement trade paper, our issues will, as in the past, keep the man in the implement store in contact with the wider doings of the industry beyond his sales territory, and we welcome correspondence from our readers on all points of interest to the welfare of the implement trade.—The Publishers.

The Present-day Basis for Selling Implements

You have let the farmer go the whole hog in his erroneous idea that farm implements are the dearest commodity in the world today. It's time for a change of sales methods. Why not give the farmer the facts?

Sell him your implements on the basis of their utility, for the part they can play in lowering

his production costs, helping him get back into the profit-making class. Is there a line that he buys—from groceries to radio outfits—the money for which is not earned by the efficiency of modern machinery?

Give him accurate information that will prove your contention that farm implements are actually the cheapest manufactured product the farmer can buy today, quality and workmanship considered.

Tell the farmers and the public the true story of the implement industry. Come back at them; show them that neither dealer nor manufacturer is profiteering. Tell them that the profits of the leading manufacturers, during the war years, only averaged 6½ per cent. Does a bank give them accommodation at that rate? Give them the facts. Show them that farm equipment is sold the user on smaller margins than almost any other article—and that because of the reduction in implement demand even this small margin has been wiped out, in many instances, during the last three years.

Don't let all the argument come from one side. Sell the implements on the basis of what they earn for the farmer. No retail dealer today need be ashamed of the prices he has to charge

What of 1924?

The season has practically ended and already you are making arrangements for 1924 business. What will you do to make next year more profitable? To improve his condition it seems to us that the dealer must give careful consideration to increased stock-turn, to accurate cost accounting, to departmentizing the various sections in his business, to constructive salesmanship and intensive canvassing effort, and to closer relationship with the manufacturer.

The efficient equipment dealer is one who knows all angles of the business, who handles every line which holds profit possibilities for him, who is willing to work, and whose business is founded on the square deal and the service ideal. He must give service and must keep in contact with the farmer, not waiting for the farmer to come to him.

Manufacturers and distributors of farm equipment know that their business is dependent upon strong dealer representation, and they are ready to develop a salesman's organization of efficient workers to team with the dealers who will work with them. Such sales co-operation, plus a good line of machinery, should mean business for the dealer and good profits. Now is the time for the dealers to carefully decide upon the lines they will handle, and to take on only such products as they are prepared to do their utmost to sell. Contracts in pigeon holes, forgotten for most of the year, are not advisable, and the taking of too many implement or tractor lines is one of the factors that leads to the criticism of dealer efficiency by the manufacturer. Some line must inevitably be neglected.

It will be no easy job to sell machinery, and will call for real salesmanship, but with the energy, effort and aggressive action of the old days it will be sold—but never by adopting the policy of "watchful waiting" for the customer to come in to buy. Plan for the year ahead and have your business so arranged that you have every possibility of success. Today, in retail implement selling, the man who gets out and sells stays in the game—the man who stays in usually has to get out—of the business.

Belief in Goods Builds Business

In the sale of tractor and power farm machinery, to be successful the dealer must sell himself before he sells the farmer. The man who does not believe in power

farm equipment is not the man who is likely to get and to hold a very large share of the tractor business in his territory. The man who believes in the tractor, in its efficiency and economy, is the man who usually gets the business.

Study your tractor trade possibilities and know what types of machines are giving the greatest satisfaction on local farms. Be prepared to answer any question on tractor farming the prospect may ask and so be in shape to be a real help to your customers in choosing their power equipment

Business Changes—Personal Items

Fred Slater is a new implement dealer at Ebor.

The Standard Garage, Granum, suffered fire loss recently.

Campbell's Garage, Port Arthur, is succeeded by Universal Motors.

Bovin Bros. are now operating the Allan Garage, Allan.

Partnership is dissolved in the Banff Motor Co., Banff.

H. Towns is the name of a new dealer at Griswold.

E. Boire is the name of a new implement dealer at Lampman.

Monzell Bros. have commenced in the auto business at Leask.

Jos. Gabrisch is owner of a new harness store at Ryley.

R. W. Scales has closed his automobile business at Morden.

The Newdale Oil Co., Ltd., is a new concern in Newdale.

J. H. Bride is reported to have closed his implement warehouse at Pierson.

F. J. Letcher, garage owner at Drinkwater, suffered fire loss in his business last month.

W. M. Bush is advertising his battery business for sale in the town of Blairmore.

The capital stock of the Union Iron & Foundry Co., Calgary, has been increased to \$120,000.

W. J. Falk is advertising his automobile business at Sunnyslope for sale.

W. R. Crouch has opened an automobile repair shop in Port Arthur.

The Saskatoon Harness Exchange has been incorporated in that city.

The Aero Cushion Tire Agency, Ltd., was recently incorporated at Winnipeg.

M. Wade, implement and automobile dealer at Bridgeford, has sold out to Sproule & Reekie.

P. Decker has commenced in the automobile business at Duck Lake.

Thompson & Bratke, implement dealers at Bentley, have sold out their business in that town, to C. H. O. Bourne & Sons.

so that they may utilize tractor power to the best advantage.

Conditions which effect the sale of all types of farm machinery must inevitably affect tractor business, but by comparing the growth of the tractor industry with that of the automobile industry we can realize that the use of tractors will undoubtedly increase more rapidly in the years ahead. Every satisfied tractor customer is an advertisement for the man who sold him, and brings prestige to the dealer while paving the way for further sales.

Kemp & Spencer, car and tractor dealers at Lloydminster, have dissolved partnership.

R. E. Johnstone has discontinued his implement business at Melfort.

W. P. Denhard, garage man at Ashern, has sold out to J. J. Hubert.

P. Buhr, Gretna, has installed a new charging outfit for batteries.

G. W. Hustwayte, garage owner at Calgary, has taken a partner into his business.

A. G. McGill is proprietor of the Great West Battery Co., Moose Jaw.

Rogers Machine Works is a new repair concern recently started in Regina.

A. Molman, harness dealer at Bulyea, suffered fire loss last month.

R. J. King, harness dealer at Boissevain, has sold out to E. L. Pennock.

Andrew & Clark, Craven, are selling the McLaughlin car as well as their Ford line.

The Lucas Garage, Edmonton, has been sold to L. S. Miles and F. E. Good.

Capital Motors, Winnipeg, have made application to increase their capital stock to \$100,000.

We regret to note the death recently of W. A. Hodgins, implement dealer at Nokomis.

The Westfort Service Garage at Fort William has changed hands.

The Manitoba Motor Co., Winnipeg, have discontinued the Ford agency.

G. T. Greenwood, dealer at Briercrest, has discontinued at that point.

Partnership has been registered in the United Creditors' Association, Winnipeg.

Partnership is dissolved in the Auto Service Garage at Moosomin.

Scott Karns, dealer at Loverna, reports that several threshing

outfits have been sold locally this season.

L. Heisler has sold his automobile business at St. Walburg to W. L. Partridge.

The Saskatoon Storage Battery Co. has been taken over by the City Battery & Electric Co.

Lawrence & Wright, Stony Plain, report that binder business in that territory has been the best for the past five years.

C. P. Snyder, implement dealer at Radisson, has sold out his interests in that town to N. D. Pawlyn.

The Saskatchewan Motor Co., Regina, has been appointed Star and Durant distributors for the province of Saskatchewan.

The garage and automobile businesses operated at Tompkins by Ed. Hegge and R. Wessinger have been closed.

The name of the Peer-Chapman Electric Co., Ltd., Yorkton, have been struck off the register of companies.

Partnership is dissolved in the automobile firm of Archibald & Leventure, at Nanton. Mr. Archibald retires from the business.

John E. Dennison, Ltd., Brandon, automobile dealers, have changed the name of the firm to Ellis Motors, Ltd.

H. W. Dishaw, auto owner, and R. S. Wiggins, vulcanizer, both of Conquest, have closed their businesses at that point.

Application has been made to change the name of the Automobile Financing Co., Ltd., to General Securities, Ltd.

J. Owens, manager of the American Grain Separator Co., Minneapolis, was a recent business visitor to Winnipeg.

K. N. Forbes, manager at Winnipeg for the Canadian Fairbanks-Morse Co., spent ten days at the head office of the company recently.

Patchett & Brooks, auto and tractor repair men at Red Deer, have dissolved partnership. F. Patchett will continue the business.

The Breen Motor Co., Winnipeg, have closed their branch business at Regina. In the same city the Modern Garage change their name to Modern Motors, Ltd.

It is reported by a commercial agency that the plant and equipment of the Curtis & Oxford Machine Co., Edmonton, is advertised for sale by the liquidator.

A change takes place in the implement and hardware business of Moxley & Forman, at Rivers. The firm is now operated by Messrs. Forman & Harvey.

David H. Martin is the new manager of the Birdsell Manufacturing Co. at Toronto, succeeding D. J. Egan, who has retired. Mr.

Martin has been connected with the company for some time.

A rearrangement is reported to have taken place in connection with Western Implements, Ltd., 102 McPhillips St., Winnipeg.

A change takes place in the implement and hardware business of R. Barclay, at Kennedy, the firm now operating as Barclay & Co.

J. P. Ritchie, manager of the John Watson Manufacturing Co., Winnipeg, spent a few days visiting dealers in Manitoba territory the latter part of October.

D. N. Jamieson, western Canadian manager for the R. A. Lister Co. of Canada, Winnipeg, spent a week at the other western branches recently.

Partnership is dissolved in the implement firm of Duval & Millross in the town of St. Brieux. In the same centre Theophile Laranger has commenced in the implement business.

W. R. Murphy, lighting plant and battery dealer at Ogema, is reported to have sold out his plant business to J. C. Fish, and to have discontinued the battery business.

N. J. Rutledge, Canadian sales manager for the J. I. Case T. M. Co., Racine, Wis., spent a few days at the Winnipeg branch of the company the last week in October.

H. W. Hutchinson, president of the Sawyer-Massey Co., Ltd., Hamilton, Ont., visited the plant of the J. I. Case Plow Works, Racine, Wis., while on his way east to the head office.

T. J. Turley, one of the best known retail implement dealers in the United States, has been appointed assistant general sales manager of the J. I. Case Plow Works, Racine, Wis.

Fred J. Weed, manager of the De Laval Co., Ltd., Winnipeg, recently returned to his desk after a business trip to the head office of the company in New York.

Frank Maloney formerly assistant manager of the Regina branch, Advance-Rumely Thresher Co., has been appointed branch manager, succeeding G. M. Malmo, who is transferred to the Fargo branch.

Quinton & Pettigrew, dealers at Lumsden, say that car, tractor and truck sales are low this year, but the general implement demand has kept normal. In this town, T. B. Cook is selling the Star and Durant cars.

George Lister, who spent the past year in Canada in charge of the business of the R. A. Lister & Co. (Canada), Limited, has returned to England to reside. His

father, Charles Lister, is at present in Canada, taking charge of the business.

J. J. Ardiel, assistant sales manager of the Chevrolet Motor Car Co., Canada, and J. H. Beaton, sales manager of McLaughlin Motor Car Co., both of Oshawa, are on a business trip through Western Canada. They will go through to the coast.

The Breen Motor Co. have opened a branch at Redwood and Main, Winnipeg. In the same city Dominion Motor Car Co. have discontinued the sale of Star and Durant cars, and have taken on the Ford line, while the Manitoba Motor Co. has relinquished the Ford agency.

Vincent Massey, president of the Massey-Harris Co., Toronto, recently returned east after a tour through the Canadian West, where he addressed the Canadian Clubs in the various centres, closing with an address to the Winnipeg Canadian Club on November 6th.

A man, who upon identification was proved to be Miller J. Jermyn, an employee of the International Harvester Co., Regina, met with a fatal automobile accident near Caron, Sask., on October 23. The car had overturned pinning deceased beneath the steering wheel.

Elliott & Co., Langham, report good sales of threshing outfits this season, but binder trade dull.

Lockhart & Birkenshaw, Rapid City, say that the demand for small size tractors and threshers has been good this year, light tractors being used for grain haulage.

G. M. Malmo, who for the past two years has had charge of the Regina branch of the Advance-Rumely Thresher Co., has been transferred to the management of the company's branch at Fargo, North Dakota. He succeeds A. J. Donovan. Mr. Malmo has been with the Advance-Rumely organization for about twelve years.

John Gibney, manager at Winnipeg for the Minneapolis Steel & Machinery Co., reports excellent thresher business this fall—and in two sizes the stock was entirely cleaned out. In the Stettler district alone fourteen complete "Twin-City" outfits were sold. Mr. Gibney spent some time in Manitoba territory the latter part of October.

Geo. S. Winn, district sales manager for the Cleveland Tractor Co., 921 Hennepin Ave., Minneapolis, recently returned from a business visit to Moose Jaw, Regina, Saskatoon and Winnipeg. He was on the outlook for distributors for the Cletrac, and for a new car to be placed on the market soon by the Rollins Motor Corp., Cleveland, who now manufacture the Cletrac tractor.

Rollin H. White, formerly vice-president of the White Motor Truck Co., and now president of the Rollin Motor Corp., Cleveland, announces that the latter company will soon place a new medium-priced 4-cylinder car on the West Canadian market. The company are preparing to appoint local dealers for the sale of this car and of the Cletrac tractor, which is now manufactured in the same plant.

On November 10th, Alex. Legge, president of the International Harvester Co., Chicago, will address the public, McCormick-Deering dealers, farmers and members of the Harvester organization within reach of the KYW

radio broadcasting station, Chicago, which transmits for almost 1,500 miles. He will speak on the necessity for greater diversification in North American agriculture.

On October 24, Vernon E. Grout, only son of P. J. Grout, manager of the Twin City Separator Co., Winnipeg, married Miss Olga L. Dahl, daughter of Mr. and Mrs. H. R. Dahl, of this city. The ceremony took place in the Sturgeon Creek Methodist church, and the happy couple are at present spending their honeymoon in the United States. Mr. Grout, Jr., is in charge of the manufacturing operations in the Twin City plant, in Winnipeg.

Mutual Fire Insurance Officials Held Convention in Winnipeg

On October 26 and 27 officers and directors of the leading retail merchants' mutual fire insurance companies in the North-Western States held a convention in Winnipeg, where they went into business conditions with the officers of Canadian Hardware & Implement Underwriters, the Canadian subsidiary of the following parent companies.

The Minnesota Implement Mutual Insurance Co., Owatonna, Minn.; the Retail Hardware Mutual Fire Insurance Co., Minneapolis, and the Hardware Dealers' Mutual Fire Insurance Co., Stevens Point, Wis. The following executives of these companies conferred with C. L. Clark, manager of Canadian & Implement Underwriters, and F. B. Dalgeish, assistant manager.

C. F. Miller, Long Prairie, Minn.; M. T. Solum, Nitterdal, Minn.; T. G. McCracken, Minneapolis; C. F. Ladner, St. Cloud; O. F. Olson, Brandon, Minn.; F. G. Lorens, Centre City; Henry Hauser, Minneapolis; E. P. Lynch, Fairbault; A. Marckel, Perham; C. W. Lyman, Northfield; C. T. Buxton, Owatonna; S. J. Lake Centre City; Mr. Wackman, Detroit. These gentlemen held a directors meeting and went fully into Canadian conditions with the underwriters organization. Manager C. E. Clark reports a large increase in business written so far this year.

Handling Cutter Lines

F. N. McDonald & Co., 156 Princess Street, Winnipeg, state that they have received their cutter lines for the season, and are distributing the "Canada Carriage" line, as made by Carriage Factories Ltd. They have cut-

ter lines in several varieties, models with tops, steel doors and shafts, or with steel door and shafts only. With roomy design their jobs are well trimmed and nicely finished. They also handle all purpose sleighs, with doors and also without tops, as desired, finished in red in both body and gear, and equipped with a draw-bar suitable for regular buggy shafts.

Bramscher Sales Manager for Lister Company

L. F. Bramscher has been appointed Western sales manager of the R. A. Lister Co. of Canada, with headquarters at the Winnipeg office. Mr. Bramscher was formerly connected with the sales and collection departments of the Petrie Manfg. Co., whose plant and business was bought out by the Lister organization. Following the transfer of the business he continued in the sales department of the R. A. Lister Co., and is now advanced to charge of Western sales.

Mr. Bramscher is well acquainted with Western Canadian conditions as he was for many years identified with lumber interests in the western provinces.

Anticipates Improvement in Business

The Massey-Harris plant at Toronto, which has been closed for repairs, will reopen this month and will operate during winter at about 60 to 75 per cent. capacity, according to J. N. Shennstone, vice-president of the company.

"Farm implement sales during the past summer were only fair," he says, "and this condition extended to all parts of the country, both eastern and western Canada. The present time is, of course, not looked to for sales, but the late winter and early spring will, we are confident, show a considerable revival."

Canvassing Pays

A contemporary tells of a manufacturer who put out a new product with attractive features. The company's salesmen were enthusiastic over the line—more so than the dealers. One salesman called upon a dealer in Nebraska and talked the line until the dealer said: "Let's take a little trip out into the country. I believe we can sell a few of those things."

They took the trip. They came back that night with orders for 51. In one day's work they had increased that dealer's volume by better than a thousand dollars.



Quick-Seating PISTON RINGS
for all Tractors, Stationary Engines and Motor Cars

40c. up to 4 inch
60c. 4 to 5 inch
Larger sizes proportionate. Special Dealers' Discount. C.O.D. Parcel Post Deliveries.
Catalog on Request

Cadman & Co.
30 Aikins Block
Winnipeg



Mr. DEALER
The Farmers are asking for
CATER'S PUMPS

His goods are the standard, and prices are right.
BE SURE and send your orders to CATER, and get the business in your district.

H. CATER, Brandon, Man.

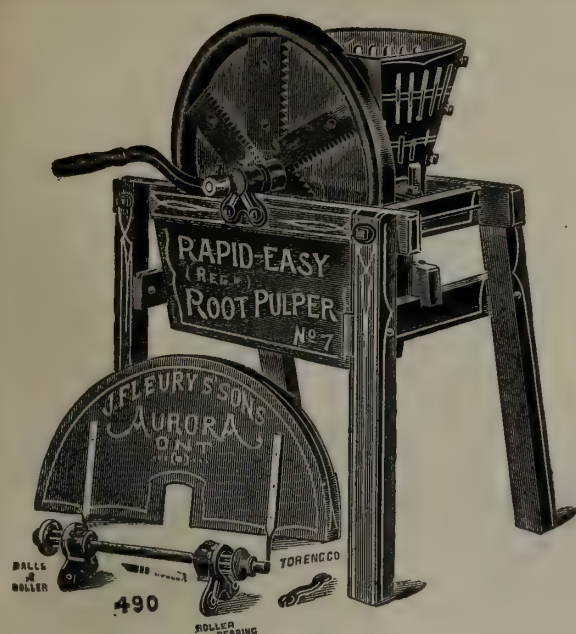
JOHN DEERE LINES

That are in Demand RIGHT NOW.

The time is ripe to place Implements for use this Winter and next Spring. The farmer with grain to sell has money to buy NOW—and here are some of the lines he will be in the market for. Check up your stock and see what you are short of, then write us.

The "RAPID-EASY" Root Pulper and Slicer

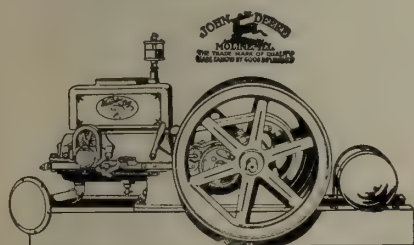
This Machine is surely worthy of its name. The extra heavy knife-wheel (over 100 lbs.) running on roller and ball bearings, is turned with ease and speed, so that the cutting is done with a minimum of labor. Your district should absorb a large number of these most modern cutters.



ROLLER - CRUSHER Equipped with Shaker-Screen



The new Shaker-Screen Equipment on this 2-roller machine feeds the grain in the quantity desired, and removes sand, stones, straw, dirt and other foreign matter from the grain before crushing. It may be attached to 3-roller machines also.

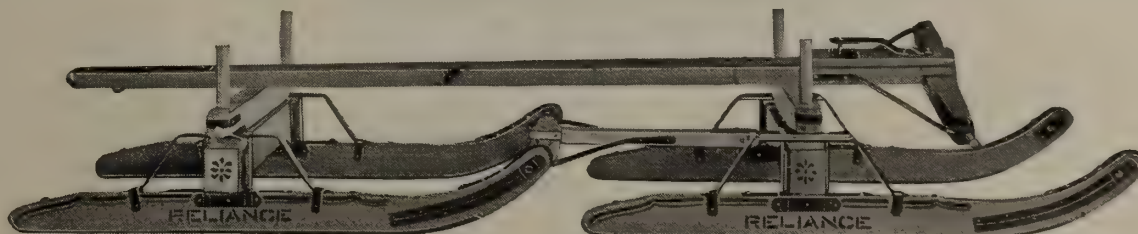


"WATERLOO BOY" Gas Engine

MODEL H

The simplest, easiest, cheapest and most useful hit and miss engine that can be bought. Every owner is a walking, talking advertisement for this motor. There is room for one at least on each farm in your territory. Everyone you sell helps you to sell another. Write for descriptive booklet. Sizes 2, 3 and 5 horse power.

THE "RELIANCE" FARM SLEIGH



Sleighs in all sizes for all purposes—for general farm work, light and heavy hauling. Constructed of good, well-seasoned hardwood. Guaranteed against defects, and with features not found in other sleighs. Write for prices and particulars.



Plate Grinder B 8 1/2" FLAT HEAD

Does more work with less power, than any other plate grinder. Its ease of operation, perfect feeding arrangement, durable reversible plates, make it the most satisfactory and serviceable grinder.



WHEEL BARROWS—Open and Closed

Also High-side Barrows—all of the most sturdy construction, with wheels of steel, practically indestructible. When writing state whether Open, Closed or High sides, and No. 3, 4, 5 or 6 required.

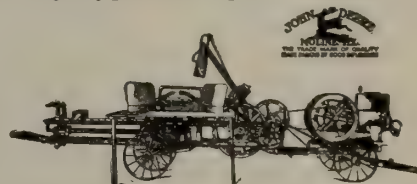
John Deere-Dain Pull-Power Press

This two-horse pull-power machine is a light running, all steel, self-feeding baling press with good capacity. Size 16x18 is the most popular 2-horse press. Send for literature.



MOTOR PRESS

Can be operated by any type of engine, making a complete outfit on one set of wheels. Equipped with self-feeder and eccentric gears, the John Deere Dain Motor Press, is the most perfect and most modern on the market. Send for folder.



JOHN DEERE PLOW COMPANY, LIMITED

WINNIPEG

REGINA

SASKATOON

CALGARY

EDMONTON

LETHBRIDGE

Furnaces as a Winter Line

While there are certain lines for which the farm equipment dealer has a demand during the winter months, he generally is not so busy as during the spring, summer and fall seasons, so that he is on the outlook for lines in demand during winter, goods that will help keep down his overhead during the slack season.

In covering his territory, and with a knowledge of business possibilities in his town or village, the implement dealer should find it possible to develop furnace busi-

ness. That the farm equipment dealer is well equipped to get this class of business is emphasized by Albert Prugh, sales manager of the Gray Tractor Co. of Canada, who are distributors in the West for the Gilson line, in which with many other items includes Gilson pipe or pipeless furnaces.

As Mr. Prugh says, "the dealer who sells Gilson furnaces makes many warm friends." These furnaces are made in four sizes—20, 22, 24 and 27 inch fire-pots, with cubic capacities varying from 12,000 to 60,000 cubic feet. With Gilson pipeless fur-

naces the heavy castings absorb the heat when the fire is started, warming the air between the furnace and inside casing. The warmed air rises and passes through the house. This warmed air is promptly replaced by cold air from the house which enters the register around the outside, passes down the outside casing and is warmed by contact with the heated surface of the furnace. The natural law that warmed air is lighter and rises, and cold air, being heavier, falls, is the basis for the efficiency of this type of furnace.

The Gray Tractor Co. also sell No. 520 Gilson furnace for medium sized houses, and the No. 18, with 9,000 cubic feet capacity for small houses.

A Live Manitoba Firm

We show a photograph of the fine brick and tile building constructed in 1919 by Spencer Bros., Advance-Rumely dealers at Durban, Manitoba. They operate a farm equipment, garage and hardware business under the name

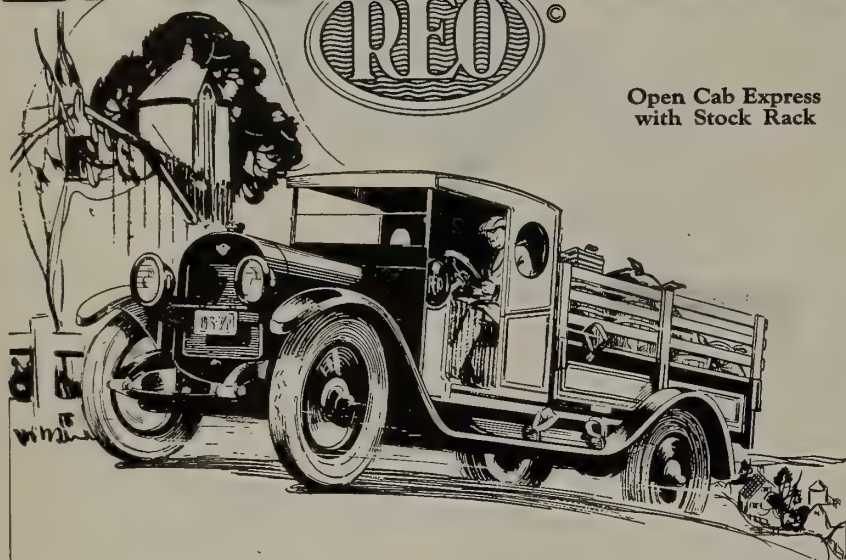
In the early days of the Swan River Valley, Messrs. C. E. and R. W. Spencer homesteaded in the Durban district. Mr. C. E. Spencer opened the first implement warehouse in the district, in which he was very successful. In the fall of 1918, Mr. Spencer sold his implement business; and in the following spring the building shown in the picture was built. It is a credit to the firm.

This Dealer Takes 'Em to the Factory

W. J. Knoke, Case dealer at Knoke, Iowa, has a good idea he puts into practice—that of getting together the dealers, customers and manufacturers of farm equipment. For the second time he has made an annual pilgrimage of the "Tall Corn Special" from Knoke to the factories of the J. I. Case Threshing Machine Co. at Racine, Wis. Early in October he brought thirty of his customer friends to the factory making the goods he sells.

A special Pullman was chartered, with a radio outfit installed

SPEED WAGON



Open Cab Express
with Stock Rack

Motorizing the Rural Community

SPEED WAGONS dot the countryside. On all roads and in all weathers they *act* the part of tireless, faithful workers.

For the carrying capacity of the Mighty Speed Wagon is accurately gauged to the average farm load,—2500 pounds. Big enough to save double trips; small enough to always *get through* without faltering.

Engine dependability,—a *vital necessity* in the farm truck,—is generously embodied in the Speed Wagon motor.

For its super-powerful and remarkably simple. Valve placement provides for large ports and complete water jacketing; reciprocating parts are built to withstand excessive strains; sturdy axles; vital parts 50% oversize; smooth transmission with large faced gears, silently operating; lubrication system absolutely sure; every part readily accessible for adjustment.

Designed and manufactured completely in the Big Reo Shops,—*not assembled*.

Twelve standard bodies. Capacity 500 to 2500 pounds. More than 75,000 in service today.



REO MOTOR CAR COMPANY
of Canada, Limited
WINDSOR, ONTARIO



The Store of Spencer Bros., Dealers at Durban, Man.

of the Central Valley Garage and Hardware. The hardware department fixtures are of oak, and the garage department is fully equipped with the most up-to-date tools and machinery, so that Spencer Bros. can give their customers the best possible service in connection with their tractors, trucks and automobiles.

for amusement, and the car was routed to Milwaukee from Knoke, thence to Racine. There the party were met by the officials of the J. I. Case T. M. Co., and were taken from one end of the vast manufacturing plants to the other, where Case threshers, tractors, balers, combines, road machinery and automobiles are built.

At the main office they were entertained by Warren J. Davis, president, and E. J. Gittens, vice-president of the company. Nor was the pleasure side of the trip forgotten, for luncheons, theatre parties, ball games, pitching horseshoes, etc., filled in the time when the company were not in the shops. W. J. Knoke is to be congratulated on a novel method—his "Tall Corn Special" trip—of getting dealer and customers right to the manufacturer of the goods, an excellent way of emphasizing the real community of interests which exist between factory, dealer and farmer.

Xmas Cards

Your customers and friends are worthy of a remembrance at Christmas time. Could you remember them more fittingly than with a card of exclusive Stovel Company design?

Ask the printer in your home town. He can get samples to show you.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG



When You Sign the Case Contract

You place yourself in a position to make more money in 1924, because Case dealers in 1923:

Had a substantial increase in sales over 1922, with good prospects for a still greater increase next year.

Sold the bulk of threshers bought by farmers and threshermen.

Obtained a gratifyingly large amount of business in tractors and tractor-drawn machinery, also in silo fillers, baling presses and horse-drawn machinery.

Dominated the steam engine trade.

Case dealers occupy this fortunate position because of good, business-like co-operation between the Company and the dealers, in an organized, tried and proven Sales Plan *which gets the business*.

The next time a Case salesman calls on you ask him to show you why and how *you* can make more money in 1924 with a Case Contract.

J. I. CASE THRESHING MACHINE CO., DEPT. L44, RACINE, WIS.

FACTORY BRANCHES:—Alberta: Calgary, Edmonton. Manitoba: Winnipeg, Brandon. Saskatchewan: Regina, Saskatoon. Ontario: Toronto.

CASE
TRADE MARKS REG. U.S. PAT. OFF. AND IN FOREIGN COUNTRIES
POWER FARMING
MACHINERY

NOTE—Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Co.

Credit and Retail Prices

The retail merchant serves an economic need, and endures in face of all attempts at co-operative buying. The business of the average farmer is transacted on credit. He usually borrows money to put in a crop, and if the crop fails, or prices drop he has to be carried by his banker, or by the local retailer. The retail implement merchant has a vivid knowledge that the banker is not the only source of credit.

Retailers, especially in this business, have to give very liberal terms, but farmers often do not realize that this extension of credit does and should cost them money. Should the farmers take as much of their business away from the retail merchant, the sources of supply would be undermined, for the farmer cannot buy all his supplies in large quantities, or for cash. If he does not give the retailer sufficient business to operate at a profit, the retailer must either go out of business and leave the farmer stranded, or he must set so high prices on the goods he sells that he gains nothing in the end. So the farmer can profit by purchasing his supplies locally, and by so doing he maintains volume for the retailer, hence lower prices for the goods.

Tractors in Great Britain

Back in 1919 it was estimated that there were 20,000 tractors in use in Great Britain. The ultimate tractor requirements of British farmers was set high, but the slump came and it seems to have persisted. In 1921 there were only 18,179 tractors in use on the farms, in 1922 the number was 17,293, while in 1923, according to the latest available

figures, the total is no more than 14,946.

A. L. Upton Dead

Abraham L. Upton, well known to the Canadian implement trade as manager of Canadian sales for the International Harvester Co., and vice-president of the International Harvester Co. of Canada, died in Chicago on October 22nd. The late Mr. Upton was born on November 11th, 1865, and is survived by his widow and two married daughters. He had been in failing health for some time.

The deceased gentleman has been connected with the implement industry for thirty-seven years, commencing as a stenographer to William Deering in 1886. In 1882 he was made assistant sales manager of the Deering Harvester Co., and in 1900 district sales manager of the Warder, Bushnell & Glessner Co. In 1903 he was made a district sales manager for the International Harvester Co., in 1916 being promoted to the position of assistant domestic sales manager of the organization. In 1919 he became Canadian sales manager for the Canadian organization of the company, which important position he held at the time of his death.

The late Mr. Upton frequently visited the Canadian branch houses of the International Harvester Co., and his passing will be regretted by members of the Canadian branches and his many friends in the trade.

Deere Plow Co. Issue New Repair Catalog

The John Deere Plow Co., Ltd., in the near future will issue to their dealers throughout the Canadian West, their new No.

1924 Special Repair Catalog, which covers, in a most comprehensive manner, John Deere genuine special repair parts.

This catalog will be of special interest to the dealers of the company, as covering such lines as guards, bolts, mower caps, pitmans, pitman parts, slats, cotters, spring teeth for rakes, all kinds of chain link, link belting and chain assembly, harrow discs, boxings, harrow teeth, lubricators, oilcans, spark plugs, etc.

A remarkable variety of such lines, which are in constant demand by the farmers, are listed in this new publication, which should be of great advantage to dealers in helping them supply their customers with Deere genuine special repair parts. It is further announced that shortly after the beginning of November the company will issue a new catalog to replace their No "L" full-line John Deere Catalog.

Offer Contracts for Sisal Fibre Business

A report from New York states that the Sisal Sales Corp., which sells Yucatan sisal fibre for the export organization in the peninsula, has notified all binder twine manufacturers that they are prepared to make six months contracts for sisal fibre at the present market price, which has not varied for the past year.

In line with fibre values, a large cordage company in St. Louis, in a circular letter to its dealers, says that the Yucatan sisal trust can make such prices in fibre as they please. They continue:

"There is no probability of lower prices in the near future, and the fact that the supply of sisal fibre is very limited, due to a decline of 50 per cent. in production in the past two years, makes it almost certain that present prices are as low as can be expected, and if the shortage in supply grows acute, an advancing market can be expected."

Reports from the various binder twine manufacturers indicate that there has been a clean-up of binder twine. At one time a surplus was indicated based on the results of the crops in the United States, but the crops in the Canadian Northwest proved so much better than expected that this surplus was fully absorbed.

Butterworth Addressed Farmers

At a recent conference of farmers in the United States, Wm. Butterworth, president of Deere & Co., Moline, Ill., pointed out that like the manufacturer the farmer must lower his production costs. He claimed that it is bet-

ter to lower production cost than to raise the price of the product, because when we go above the prices of the international market we cannot sell abroad and accumulate an unsalable surplus. Speaking of implement prices he said:

"The price of farm implements is high because steel and lumber, the basic materials, are high. We have squeezed out every cent of overhead and distribution costs that we can but we have no control over the price of steel and other materials."

Prices May Advance in Britain

Reports from Great Britain state that there is no hope of any further reductions in implement prices for months ahead. Several of the leading plow manufacturers in Great Britain met recently to consider prices. They concluded that failing any reduction in costs of production prices would not be lower in 1924. Indeed, advances may be necessary as materials are advancing in price in Great Britain.

A New Harvesting Machine

An Alberta man has invented a new harvester that has been tested out in that province this season. This consists of an ordinary push-binder with a 12-foot swath, cutting to a 5 or 6-inch stubble on which the grain as cut is laid. The second time around the field, by means of an extension attachment to the machine, the grain from the second swath is carried out and laid on top of the first windrow. The grain dries in the windrow and when ready to thresh is loaded into a wagon by means of a device with an elevator which runs along under the windrow and lifts the grain onto the loader, which delivers it into the wagon. At the separator the grain is unloaded automatically.

U. S. Prices May Advance

Reports from Chicago indicate that in some cases, companies in the United States have put, or will put, advanced prices into effect for 1924 business. Such advances, as already reported, show an increase of from five to ten per cent. Manufacturers who have not so far determined their prices for next year's business believe that an advance will be necessary due to the fact that production cost is practically as high as it was during the war.

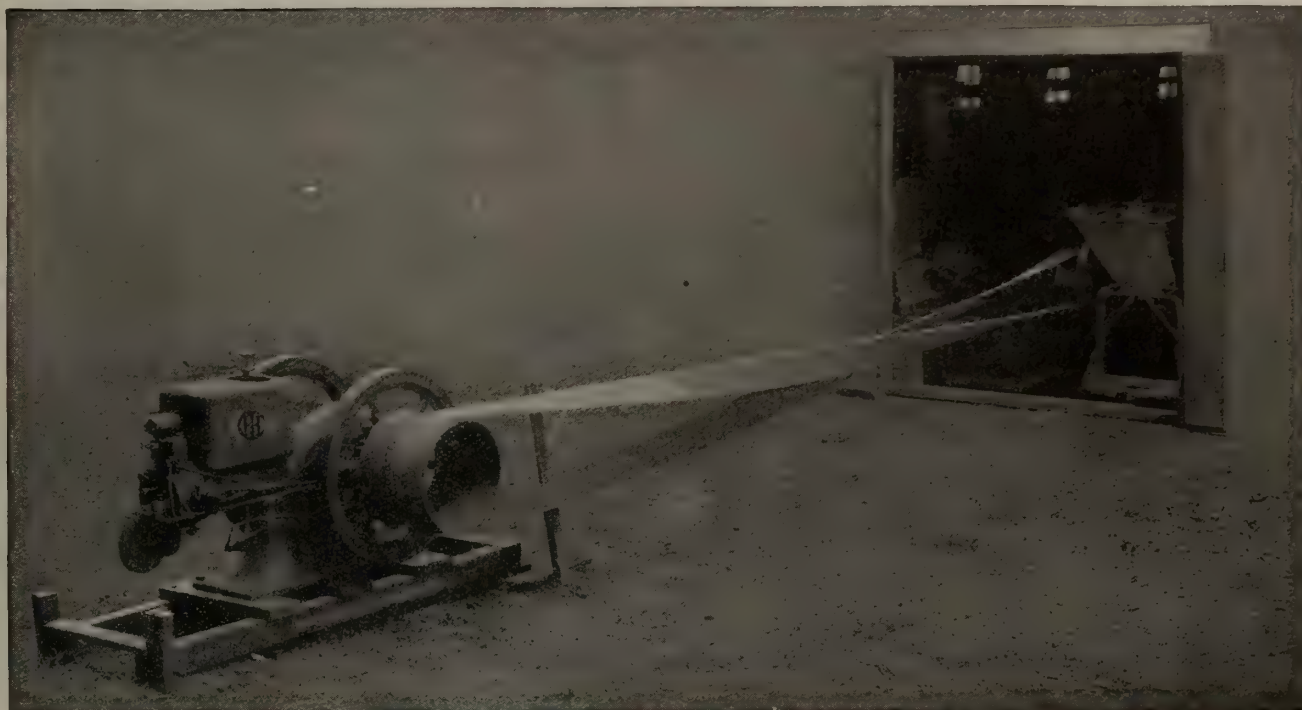
Give a man all that's coming to him, whether it's a kindly word or a rip up the back.

Home for Christmas Via CANADIAN PACIFIC STEAMSHIPS

FROM		
Quebec	—Nov. 3, S.S. Montclairier.	to Liverpool
Montreal	—Nov. 7, S.S. Melita	to Cherbourg, Southampton, Antwerp
"	—Nov. 8, S.S. Marburn	to Belfast, Glasgow
"	—Nov. 9, S.S. Montclare (New)	to Liverpool
Quebec	—Nov. 10, S.S. Emp. of France	to Cherbourg, Southampton
Montreal	—Nov. 15, S.S. Marloch	to Belfast, Glasgow
"	—Nov. 16, S.S. Montcalm (New)	to Liverpool
"	—Nov. 21, S.S. Minnedosa	to Cherbourg, Southampton, Antwerp
"	—Nov. 22, S.S. Metagama	to Belfast, Glasgow
"	—Nov. 23, S.S. Montrose (New)	to Liverpool
Quebec	—Nov. 28, S.S. Montclairier	to Liverpool
St. John	—Dec. 7, S.S. Montclare (New)	to Liverpool
"	—Dec. 13, S.S. Melita	to Cherbourg, Southampton, Antwerp
"	—Dec. 14, S.S. Montcalm (New)	to Liverpool
"	—Dec. 15, S.S. Marloch	to Belfast, Glasgow

SPECIAL TRAINS will be run from Western Canada directly through to the ship's side. NO TRANSFER—NO DELAY

Apply local agents; or write
W. C. CASEY - General Agent
364 MAIN STREET, WINNIPEG



Use the Great Sales Value in **McCormick-Deering Engines**

The New 1½ h. p. McCormick- Deering Engine

The new engine is equipped with Bosch high-tension magneto and spark plug, removable cylinder, enclosed crank case, throttle governor, simple fuel mixer, and replaceable bearings. It has a simple cooling system and an unfailing oiling system. It has a low-speed engine and operates on gasoline. The other McCormick-Deering sizes—3, 6 and 10 h.p.—use kerosene as fuel.



The greatest little all-around salesman in the agent's store is the McCormick-Deering Engine. It sells itself to the farmer on a common-sense basis. It is so well built; it has so many practical features; it is useful twelve months out of the twelve. It sells itself to whole families, doing drudge jobs for the man, his wife, and kids. It is jack-of-all-trades among farm machines and does its work for pinch-penny wages.

More than this—the McCormick-Deering Engine sells other machines in the agent's line. It reaches out for machines with its belt; it is always putting new ideas into the heads of its owners. It starts prosperity processions of grinders and shellers, separators and washing machines, pumps and saws, etc., etc., out of the McCormick-Deering agent's store and along the country roads.

But the farmers must be told! When the agent lends a small degree of co-operation the McCormick-Deering Engine will do wonders for him. What are *your* engine sales? See the blockman or write the branch for aid.

INTERNATIONAL HARVESTER COMPANY
Hamilton of Canada Ltd. Canada

Diversified Farming Profitable

Permanent agriculture cannot be maintained under a system of exclusive grain farming, as we are proving in the Canadian West. Greater diversification and the addition of dairy cows, hogs and poultry will do much to improve conditions.

The rotation of crops does not add to the soil sufficient fertility to make up what is removed by the crop sold, but when the crop is fed to cows and other stock, practically all of the fertility remains on the farm. The return of the manure to the land does more than restore fertility, for it actually aids the crop make better use of the mineral elements in the soil. The cow, hog and hen supply a steady cash income which may be small in comparison with the annual grain cheque, but it comes in practically every day in the year. Diversified farming puts the farmer on a cash basis and the business men with whom he deals are not required to carry a heavy burden of credit. To boost mixed farming in your

territory is to assist in the development of better conditions locally.

Manager of Brandon Fair Banquetted

J. E. Rettie, formerly secretary of the Guelph winter and summer fairs, and secretary for many livestock associations, has been appointed secretary and manager of the Provincial Fair, Brandon, Man., and the Winter Fair.

Over 100 Ontario stockmen tendered Mr. Rettie a complimentary banquet in the Prince George Hotel, Toronto, on the eve of his departure for the West.

Yes! We Have Lots of Screenings

We have emphasized the value of screenings as an ideal feed for sheep during the winter months, yet we note that the farmers of Southern Alberta want an elevator at Lethbridge equipped for cleaning grain. It is pointed out that Lethbridge railway division will handle over 40,000,000

bushels of wheat this season. This will mean about 8,000 tons of screenings carried to lake-head and the farmer will pay the freight. Consider the freight cost and the additional cost if the farmers want to bring back the screenings for feeding purposes. It will mean an approximate loss to the farmers in this territory of \$95,000 in freight.

That sum would buy a mighty large number of fanning mills and grain cleaning equipment. Instead of agitating for elevators with cleaning equipment, why not clean the grain right at home and keep the screenings there. Dealers should take advantage of this condition.

Ford Statement Issued

Profits for the Ford Motor Co. of Canada for the fiscal year ending July 31, 1923, were \$5,106,197 as compared with \$5,006,521 for the preceding fiscal period. Dividends of \$1,050,000 were paid this year as compared with \$2,100,000 in 1922, while an addition of \$4,086,198 was made to surplus account, which is now valued at \$16,594,170.

Total sales for the period were \$38,556,182, an increase of over nine million dollars as compared with the previous year. The total output for the fiscal year was 70,328 cars and 3,395 tractors, as compared with 45,000 cars and 1,192 tractors in 1922.

Automatic Pig Feeders

In one type of dry feed pig feeders on the market a square hopper which holds ten bushels is provided. This is tapered at the bottom with a slot running endways. In this slot is suspended a board which hangs on chains. As the pigs feed in the trough below the hopper their

snouts agitate the board and the feed falls through the slot. The amount of feed is regulated by sliding plates in the hopper, and six to eight pigs can feed at once.

Cost of Crop Production in U. S.

The cost of raising crops in the United States is given by the returns from a list of 28,000 farmers who were circularized as to their production figures. From the returns the following is averaged.

In 1922 the average cost of producing corn on 3,363 farms in the United States was \$0.66 per bu.; the average cost of producing wheat on 2,417 farms was \$1.23 per bu.; and the average cost of producing oats on 2,601 farms was \$0.53 per bu. The average sale value of the corn was \$2.43 per acre more than the cost of production, of the wheat \$1.89 per acre less, and of the oats \$1.65 per acre less. In the cost are included charges for labor of operator and his family and for the use of the land, so that if the cost just equaled the price the farmer was paid for his time and for his investment.

Legge Reports Improved Conditions

In a recent letter to stockholders, President Alex. Legge, of the International Harvester Co., Chicago, believes that conditions are steadily improving. He believes that more satisfactory earnings will be had in 1923 than in 1922, for as compared with 1922 the volume of business in both the United States and Canada shows improvement. Foreign business, excluding Canadian, shows an increase in volume of approximately ten million dollars.

U.S. Dealers Favor Pricing by List and Discount

The U.S. National Federation of Implement Dealers' Associations held a referendum for its membership on the advisability of adopting the list and discount method of billing implements. Votes were received from fifteen of the seventeen associations affiliated with the Federation, and an overwhelming majority of the dealers are in favor of manufacturers adopting the list and discount plan, according to a report in Farm Implement News.

The total number of dealers voting was 3,742, or about one-half of the membership of the associations from which votes were received. The affirmative vote was 3,493, equal to more than 90 per cent. of the total. The negative vote was 249.

How Many Farmers in Your District are Losing \$200 to \$500 on Every Car of Grain they Ship?

Why Do They? Whose Fault is It?

Have you shown them what a **40-Inch "Bull Dog"** FANNING MILL

can make and save for them in a season.

Is there any machine you can sell that earns as big profits in the same time? It will clean 75 to 80 bushels per hour, assures clean grain and top prices. 10 to 20c per bushel extra, which means at the very least, 150 to 200 bushels per carload—not to mention the screenings they keep right at home, which are rich feed for all stock.



The New Improved 40-Inch **BULL DOG** with Power Attachment and Wagon Box Elevator

Get our Sales Offer

Go after this business. Interest, convince—and sell farmers the "Bull Dog." They can clean their crop for market, select perfect seed, and turn cheap wheat and barley into dollar value by feeding hogs and sheep. There are five farm size "Bull Dog" Mills—capacities from 25 to 150 bus. per hour. We can ship you immediately.

THE TWIN CITY SEPARATOR CO., LTD.
QUELCH ST. WINNIPEG, MAN.

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and 2½ qt. bags.

Write for Dealers terms and prices. Strictly wholesale.

North-West Pump Co.
WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0 Square Head

THE HIGH COST OF SELLING UNCLEANED GRAIN

We have many times directed the attention of dealers to the fact that few machines pay for their investment on the farm more rapidly than the modern fanning mill and grain cleaner. With no line has the dealer more powerful selling arguments, and at this season of the year, when farmers are shipping their crops, the dealers should adopt aggressive sales policies and furnish facts and figures to show fanning mill prospects what it costs them not to own a mill and not to clean their grain before shipping.

Shipping mixed grain is not only depriving the farmer of the screenings which are valuable feed, but it also is a mighty big factor in getting a lower grade and in donating money to the transportation and elevator interests by farmers. Why should farmers vociferate that elevators should have cleaning equipment. They have to haul in the grain to be cleaned, and have to pay for the cleaning, also haul back the screenings, if they want them. Why not invest in a good fanning mill or cleaner and clean the grain on the farm, before shipping, while careful selection can be made, and the best of the crop cleaned and graded for seed next year.

The following letters which appeared in the Winnipeg "Free Press" are of unusual interest, as showing what one farmer lost by selling mixed grain, and a reply showing how another man values the fanning mill as a money-maker and money-saver for the grain grower.

Here are the Letters

"The following is my experience with a car of wheat shipped to one of the largest grain firms in Winnipeg. When inspected it was graded mixed grain, having 12 per cent. of barley. This carload, 1,629 bushels, was sold for 55c. per bushel of 60 lbs. at Fort William. This was 11c. below feed grain. I protested against this, and was informed that there is no cleaning machinery at the lake front that will take barley out of wheat. Why aren't there cleaners that will do this installed there? Some makes of fanning mill will do it, and if it can be done on a small scale, it can be done on a larger scale. On this car of grain, composed of about 135 bushels of barley and about 1,500 bushels of fairly good wheat, I lost about \$500 for the want of cleaning. I have been informed that there are lots of similar grain being sold for those prices."—R. Leeson, Strathelair, Man.

"Sir: Have just been reading letter on cleaning mixed grain, that appeared in Saturday's Free Press. Personally I am sorry for Mr. Leeson, shipping his grain as he did, but he is not the only farmer who is being stung in shipping mixed grain, and the sooner farmers get equipped to clean grain before it is shipped, the better they will be off. I figured out for myself and decided that I couldn't afford to give \$500 or more away when I could buy a fanning mill for \$75 that would clean up a car in two days and save this. I only wish that every two days I put in on the farm would be as profitable as the days I cleaned grain for market, and also that every piece of my machinery could earn as much as my mill.

"Mr. Leeson is very conservative in estimating his loss. The way I have it figured out he lost more than he himself realizes: Had his barley been only feed, 135 bushels at 45½c amounts to \$61.43. The difference in grade had his wheat been only No. 3 Northern would be—No. 3 Northern at 94½c; mixed grain 55c, making a difference of 39½c, and 1,500 bushels would amount to \$580.62. The freight on his barley to the head of the lakes—135 bushels at 54 lbs.—7,290 lbs.—at 18c.—\$13.12. This makes a total in all \$655.17, actual money given away, not to speak of extra dockage, that so many of we farmers don't understand the value of. These

fellows feeding screenings at Fort William won't get sore on us if we continue to pay the freight and give them feed for practically nothing.

"In summing it all up any farmer who ships dirty or mixed grain once is excusable, but the fellow who continues, gets just what is coming to him, and knows what to expect. The old saying 'Once bit, twice shy' is my motto in this game."—J. Pundyk, Winnipeg.

Hart-Parr Calendar

We have received from the Hart-Parr Co., Charles City, a copy of their 1924 calendar, which is a consumer and dealer calendar combined. A field scene illustrates a dairy farm, cows, and a tractor in the foreground, showing that power on the farm goes hand in hand with the dairy and stock interests. The catalog cover scene used by the company

has been duplicated in their calendar, which can be had by Hart-Parr dealers with their name and address printed for local distribution.

Plymouth Cordage Co. Issued Report

In a recent statement to shareholders, Pres. A. P. Loring, of the Plymouth Cordage Co., North Plymouth, Mass., showed that sales by the company for the year ending July 31 totalled \$13,750,000, compared with \$11,500,000 in 1922. Actual poundage sold was greater than in 1922 and average price received higher.

President Loring pointed out that the \$3,399,156 reduction in

surplus was the result of transferring \$4,000,000 from surplus account to capital in connection with the 100 per cent. stock dividend paid in December. Actual results for the year show net profits of \$644,000 after payment of dividends.

He declared that the Government sisal monopoly in Yucatan is costing farmers \$5,000,000 a year in increased costs for binder twine.

Plymouth Cordage sent five special trains loaded with binder twine to the Northwest to meet the demand from farmers. The company's plant at Welland, Ont., is running nights and one mill at Plymouth, Mass., is working overtime.

We are Telling YOUR Customers About the Famous LISTER Power and Light Plants

Turn Their Interest into Sales

From 40 to 1,000 Light Capacity
Automatic, Semi-Automatic, Non-Automatic

For Town or Farm Use

"LISTER-BRUSTON" British-Built

Direct-coupled and radiator-cooled. A range of sizes to suit every requirement for farm, store, hall, church or school lighting. Powered by the famous Lister engine; high tension ignition; automatic lubrication; shunt-wound dynamo. Let us know about your prospects; we will help you close sales.

"LISTER-PHELPS" for Light and Power

Made in two sizes, 1000 and 1500 watts capacity. Guaranteed to supply 50 or 70 lights without battery. No switchboard. A lever starts or stops motor, cutting out battery and delivering 3½ h.p. to power pulley. Use gasoline, kerosene or distillate.



Melotte Cream Separators

12 Sizes:—Capacities 280 to 1,300 lbs.
World Famous — Over a Million now in Use

For the dealer who wants to get the big share of the cream separator trade in his district, the original and genuine Melotte holds big sale possibilities. He can outsell competition on the basis of quality construction, long life and efficiency—and our prices are right. Equipped with a self-balancing, frictionless bowl, they skim closer than any other separator. Easy terms arranged if desired. Get our attractive sales offer on this line.

Lister Feed Grinders—Five Sizes

From 6 to 12-inch plates, and guaranteed to grind more feed on the same power than any grinder of the same size sold. Rigid, durable. Heavy steel shaft; extra long bearings. Strong reversible plates have worm force feed. Our new, low prices will get you the business.

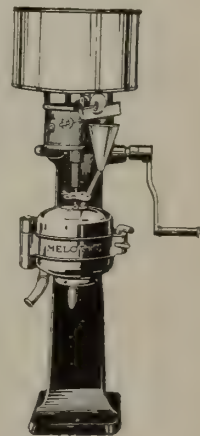
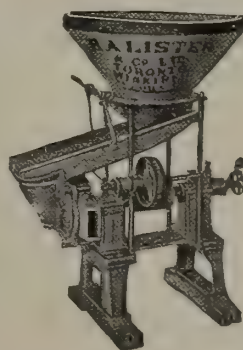
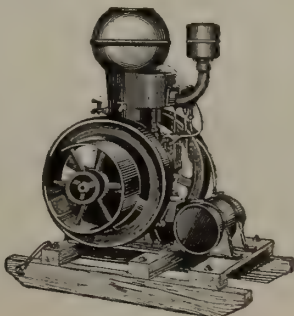
Lister British-built Farm Engines

2, 3, 5, 7 and 9 H.P.

For quality of materials, workmanship, finish and efficiency the biggest engine value you can offer. Low operating cost. Dependable, and have great excess power. High tension ignition; no batteries. Automatic lubrication. Shipped complete with skids, ready to start up. Get our prices on the Lister.

Dealers:—Get the Lister Agency for 1924 Sales for Every Season

Our complete line includes:—"Lister," "Canuck" and "Magnet" Engines, Grain Grinders and Crushers, Electric Lighting Plants, "Melotte," "Lister - Premier" and "Magnet" Cream Separators, Milkers, Ensilage cutters, Sawing Outfits, Pump Jacks, Pumping Outfits, Etc.



Lister Saw Outfits

In five different blade sizes. Our prices are lowered to a point where you can sell them to every saw-frame prospect. Strong, trussed hardwood frames. Heavy flywheel, 1½" steel shaft; ample bearings.

1 H.P. Pumping Engines—\$59.50

Here is a strong, dependable air-cooled engine that will appeal to any farmer at the exceptionally low price of \$59.50. No cheaper power, or more reliable, for pumping, driving the cream separator, etc. Four-cycle, 3x3". Complete with skids, and a nice discount for you on every sale.

R. A. LISTER & CO. (Canada) LTD.
WINNIPEG, MAN. :: HAMILTON, ONT.

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

C. B., Sask.—A wood wheel wagon gear with 30 inch wheels is a rather unusual wheel size. The John Deere Plow Co., Saskatoon, have a truck with 30-36 inch wheels. Cockshutt Plow Co., Saskatoon, have wood wheel trucks all sizes, and could supply you. The International Harvester Co. have no gear with wheel smaller than 36-44 inches. D. Ackland & Son, Winnipeg, could fill your requirements, but it would take three weeks to make delivery.

E. T., Man.—Repair parts for the "Premier" cream separator can be had from the Cockshutt Plow Co., or the R. A. Lister Co. of Canada—both of Winnipeg.

R. B., Alta.—The Canadian Farm Implement Co., Medicine Hat, make the "Brandt" stubble burner, which uses crude oil. Colthorp & Scott, Medicine Hat, make a stubble burner that uses straw as fuel.

A. H. K., Sask.—See reply to R. B. Alberta, above, as regards supply source for stubble burners.

W. R. L., Sask.—Parts 2606 and 2767 are for a Myers pump. You can get replacements from the J. H. Ashdown Hardware Co., Winnipeg.

J. W. G., Man.—The "Cyclone" feed crusher was formerly made by the Workman, Ward Co., London, Ont. Plates can be had for this crusher from Beatty Bros. Ltd., Winnipeg.

F. P., Man.—The only feed chopper called the "Ideal" is a type made by Frank Hamachek, Kewaunee, Wis. If this chopper was sold by the Judson Co., you may be able to get parts from the Manitoba Jobbing Co., Winnipeg.

H. A., Man.—Repairs for a Fleury roller crusher can be had from the John Deere Plow Co., Winnipeg.

L. E., Man.—There were two types of farm engines made called the "Economy." One was sold by Sears Roebuck & Co., Chicago, the other by the Waterloo Gas Engine Co., Waterloo, Iowa. Both makes are obsolete, although repairs can be had.

E. & Co., Sask.—Part 2365 is a boxing, 2602 a boxing grease cap and 2438-9 a housing for a plow made by the J. I. Case Plow Works Co., Racine. No parts are available in Canada. Write to the J. I. Case Plow Works Co., 411 Washington Ave., N. Minneapolis.

W. & J., Sask.—The Twin City Separator Co., Winnipeg, will send you particulars of the "Jumbo" grain cleaner and grader.

R. W., Sask.—Part IJL is a sub-base for a double geared pump jack formerly handled by the United Grain Growers, Winnipeg. They have no parts in stock but can procure them for you.

J. H. B., Sask.—A skein for a 2½x3½x10 "Mandt" wagon can be had from the John Watson Manfg. Co., Winnipeg. There are, however, many different makes of this wagon so that you will be safer to send full particulars to the above firm.

A. P., Alta.—You can get parts for the "Capital" cream separator from the National Cream Separator Co., Regina.

R. T., Sask.—Repairs for the "Viking" cream separator can be had only from the Cushman Farm Equipment Co., 288 Princess Street, Winnipeg.

M. H., Man.—We cannot locate maker of a brush breaker with casting A81. It may be for the Eagle brush breaker made by the Eagle Manfg. Co., Dauphin.

F. R. S., Alta.—Repair R87 is inside cover for plates on a Judson grinder. Judson repairs are now carried by the Manitoba Jobbing Co., 921 Main St., Winnipeg. They have not the part but can get it for you.

F. D., Man.—The only repair source for the Chase tractor, so far as we know, is to write the Gary Motor Truck Co., Toronto, Ont.

C. & Co.,—Parts for the Kauligh farm engine can be had from two sources—W. T. Rawleigh Co., Freeport, Ill., and the Universal Parts Co., Jackson, Mich.

W. R. F. & Son, Alta.—None of the stove companies know of the "Cascade" range, as made by the Niagara Stove Co., Buffalo. That company are no longer in business according to latest available information. Repairs for the "Hoosier" pump can be had from the manufacturers, the Flint & Walling Manfg. Co., Kandallville, Ind.

E. Q., Sask.—None of the stove dealers have any record of an "Empress" cook stove, but the Gurney North-West Foundry Co. manufacture a stove called the "Empress of Oxford." This is model No. 9 and carries the number 924. Is this the stove you need parts for?

W. L., Man.—Connecting rod bushings, with shims, for a 30 h.p. Bates Steel Mule Tractor can only be had from the

M. C., Man.—Plowshare "Brown 116" is a 16-inch share for the Brown plow. Duplicate is made by the Crescent Forged Shovel Co., Havana, Ill., and can be had from D. Ackland & Son, Ltd., Winnipeg.

E. & Co., Sask.—Parts for a No. 3 Sharples separator can be had from Bruce-Robinson Supplies Ltd., Moose Jaw, Sask.

D. V. R., Sask.—Grinder with plates U and V, both stationary, is a Stover type. You can get the parts from the Stover Engine Co., Brandon, Man.

H. Y. S., Sask.—Repairs for the Studebaker wagon are not carried in Canada. Write the Studebaker Corp. of America, 411 Washington Ave., N. Minneapolis.

Oliver Co. Held Celebration

The Oliver Chilled Plow Works, South Bend, Ind., recently celebrated its centennial, as the firm was instituted in 1823, the year in which James Oliver, inventor of the chilled plow, was born. The Plow Works held a great industrial parade, and exhibited plows of the type used 100 years ago, and then types of Oliver plows, showing the de-

"It Helps Us Get Them Parts for Machines We Never Heard of"

So wrote a Saskatchewan firm of Dealers who believe in giving their customers every assistance in repair service. Our free repair information service meant money to them—and will to you. Tie your customers to your business by assisting them in getting parts for ANY machine. We'll help you do it. Just pass enquiries on to

CANADIAN FARM IMPLEMENTS

manufacturers, the Bates Machine & Tractor Co., Joilet, Ill.

G. T., Alta.—The "Victor" grinder is manufactured by Bauer Bros., Springfield, Ohio. You will have to write them direct for parts. No repairs are carried in Canada.

E. P., Man.—Regarding your enquiry for parts for straw cutter No. 4, made by Jas. Robertson & Co., Toronto. We are advised by J. Fleury Sons, Aurora, Ont., that many years ago they used these knives on their machines. They can supply knives and other repairs for this machine.

F. A., Man.—Asks for repair source for the "Tip-Top" cream separator. Can any reader tell who sold this machine?

J. F., Man.—Your enquiry for parts J307, J313, J314 for a "Corbin" disc harrow. These were parts for a Corbin disc harrow, but there are also similar numbers on a Massey-Harris disc harrow, which can be had from any branch.

D. Implement Co., Alta.—There are no parts available for the Stoughton wagon in Western Canada. The nearest source for repairs is Lindsay Bros., Co., Minneapolis.

J. H. McC., Man.—Parts for the "New Idea" washing machine can be had from the Dowsell-Lees Company, Hamilton, Ont.

F. Trading Co., Sask.—This subscriber wants repairs for a sulky plow, with shoe marked A20, sand caps B704, 705, 706 and other parts with the letter "B". We cannot identify this plow, and will appreciate receiving information from any reader who knows the make.

W. C., B., Alta.—The wagon you mention is made by the Smith Manfg. Co., LaCrosse, Wis. Its name is the "Pioneer."

W. F., Man.—Replacement Hyatt roller bearings can be had from the Bearings Service Co., 327 St Mary's Ave., Winnipeg.

velopment of their line from the first walking plow to the present tractor plow. Following the plow display came cars carrying over 100 employees who have had a record of continuous service with the Oliver Chilled Plow Works for over 25 years. Joseph D. Oliver, president, has served the company for 56 years

Case Issue Dealers' Advertising Book

The J. I. Case Threshing Machine Co., Racine, Wis., is sending out to all of its dealers a new book just published entitled, "Local Advertising Service for Case Dealers." The book is something more than the stereotyped "Ad electro catalogue" usually sent out to dealers.

It is 9x12 size and contains 36 pages of interesting merchandising information. Such topics as "Advertising — The Modern Method"; "Use the Local Newspaper"; "Advertising that Pays — Farmers forget; Don't Let them Forget You," and others are discussed in a simple, business-like manner. It also contains a new series of newspaper ads. for tractors, threshers, combine and all other Case products. The copy

for these ads. is all written with a dealer slant, and will help tie up the dealer's name with the national advertising of the company.

Another section of this new book is devoted to displaying and describing the various advertising novelties that can be furnished to dealers. Novelties, it has been proven, are very helpful, when soliciting business, when customers make payment of accounts, at demonstrations, exhibits, fairs, etc., and as Christmas gifts. Still another section of the book is given over to a display of worth-while lantern slides for use in movies.

Poor Machine Display at Eastern Exhibition

It is reported that the farm machinery exhibit at the Canadian National Exhibition at Toronto this year was very disappointing and that each year the showing of implements gets smaller. Exhibitors state that the implement showing this year was located at the extreme Eastern entrance—in a mudhole. The present indications are that the exhibits in this line will become fewer and fewer until they practically reach the vanishing point. It is not only the interests of the implement manufacturers that suffer. The farmers' interests are ignored. It would appear that the entertainment of the urban population and the making of attendance records, are the main concerns of the Exhibition management.

Handy for Reconditioning Engines

Cadman & Co., Aikins Bldg., Winnipeg, are now distributing White quick-seating piston rings, in all sizes, for replacement use in automobile engines, tractors or farm engines. These rings are available for dealers in all sizes from smallest engine types to 6 and 7 inch diameters. Their lists show the remarkable variety of motors to which the White ring is adapted, while they also sell standard and oil control pistons, double seal rings, oil groove rings and piston pins. Standard and oversize rings for Ford and Chevrolet cars are also listed in their interesting catalog, which can be had on request.

Cars in Canada

Automobiles and other motor vehicles registered throughout the Dominion in 1922 numbered 514,657, an increase of 10.9 per cent. over the previous year.

Reach Every Tractor, Implement and Farm Equipment Dealer in the Canadian West Through

Serves Every Unit in the Trade in Canada's Greatest Sale Territory

CANADIAN FARM IMPLEMENTS

Western Canada's only Implement and Tractor Trade Journal

An Exclusive Dealer Field One Magazine—One Advertisement—Once a Month

Regular Trade Advertising Creates Sales Opportunities And Lowers Your Sales Costs

Machines and Farm Implements must be sold and kept sold during their period of usefulness. Only the dealer can do this. Consumer support is of little value without Dealer Co-operation.

Upon dealer organization often rests failure or success. No manufacturer has a perfect or a permanent, unchangeable dealer organization. Hence the importance of continuous advertising to the trade. What are your plans?

Our Subscribers sell Equipment to over 320,000 Farmers

They Handle:

Tractors
Tractor Implements
Threshers
Tillage Implements
Stationary Engines
Electric Lighting Plants
Cream Separators
Milking Machines
Barn Equipment
Washing Machines
Pumping Equipment
Water Supply Systems
Harness
Hardware Lines
Implement Specialties
Haying Machinery
Harvesting Machinery
Vehicles and Sleighs
Wagons and Trucks
Automobiles
Auto Accessories
Motor Trucks
Fuel Oils, Machine Oils, Greases, etc.

The Co-operation and Sales Efficiency of our Readers can assist you develop Bigger Business.

Manufacturers find it Wisdom to keep their dealer organization intact. So do Jobbers. Yet better dealers are required than ever before. Proper dealer morale, aggressive interest in your goods, cannot be obtained without a constant advertising appeal.

To create prospects the farm press will assist you. But what good are prospects which cannot be handled locally?

One good, aggressive dealer to-day is worth a hundred consumer prospects.

Advertising Rates and Distribution of Circulation Will be Sent Upon Request

Where the Profit Lies

A farmer on a quarter section, producing intensively, will require more implements and be better able to pay for them than a straight grain grower on 640 acres. No matter how good or how poor the crop may be in your district the only safe permanent policy is Mixed Farming.

THE manager of the Van Horne farm at Selkirk, Man., is J. R. Oastler. He is a wide awake farmer who has been managing this large estate for many years. Speaking of the present conditions of the Manitoba farmer he recently remarked to the writer.

"Farm mortgages, implement bills, accounts at stores, and heavy taxation of about \$1 an acre have got Manitoba farmers in bad circumstances. If they rely on wheat raising, they are bankrupt. Their only hope is to milk cows, sell eggs, fatten hogs, feed steers and sell a nice acreage of wheat for a cash crop. Its got to be done, otherwise they are lost."

John Strachan, a progressive farmer in the Pope district of Manitoba said to the writer not long ago. "I don't intend to have an acre of wheat next year. This year my wheat averaged 17 or 18 bushels per acre and every acre of it lost money for me. The loss in wheat raising is reducing the profits I am making out of cattle, sheep, hogs and poultry. I am through with wheat raising for the time being at any rate."

The secretary of the Canadian Aberdeen Angus Association is F. W. Crawford, Brandon, Man. He has a farm of 480 acres a few miles from town. Referring to his farming operations he remarked: "Next year I will not be raising any wheat. It was a failure this year, and if the past be taken into consideration it is not likely to make money for me next year. I prefer to raise coarse grains, some flax, and sell stock. I see no future for the grain grower."

These three opinions represent the trend of thought in Manitoba. The farmers everywhere in that province are becoming disgusted with wheat raising and are putting more reliance on cows, steers, hogs, hens and sheep. The farmers of Saskatchewan and Alberta are also moving in the same direction.

All of the implements used by a grain grower are required by a mixed farmer *plus* the following for any of which he is a good prospect and good pay.

- Feed Cutters
- Litter Carriers
- Feed Carriers
- Silo Equipment
- Water Equipment
- Lighting Plant
- Corn Planter
- Corn Binder
- Manure Spreader
- Cream Separators
- Light Truck
- Windmill
- Gas Engine
- Deep Well Pumps
- And Many Others

**The Nor-West
Farmer**

The Pioneer
Farm Journal of
Western Canada

WINNIPEG :: MAN.

CANADIAN FARM IMPLEMENTS

VOL. XIX., No. 12

WINNIPEG, CANADA, DECEMBER, 1923

SUBSCRIPTION PRICE IN CANADA {Per Year, \$1.00
Per Copy, 10 Cents

One Dollar

That is all you need to start a Union Bank of Canada Savings Account. Don't hesitate if you can't save more than One Dollar at a time. The savings habit will help you increase it.

Small deposits are the seeds of success. Start with One Dollar and save regularly.

945

UNION BANK OF CANADA

Head Office - WINNIPEG

THE GIFT OF PROTECTION

Along with your other gifts to the home folks this Christmas, take thought of to-morrow in the gift of today. Remember one factor that may make possible their pleasures and necessities next year. If you have not done so, protect your store, stock and home against possible fire loss. Would not your wife and children suffer if fire were to imperil your future prosperity?

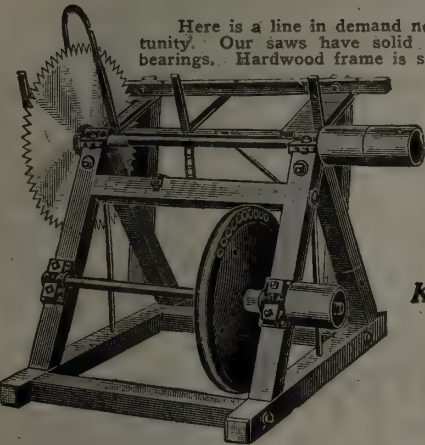
Investment in our money-saving Policy will bring you confidence in the year ahead. It is a real Xmas gift to your business—your family. For over 16 years we have provided fire insurance for Hardware and Implement Dealers at ONE-HALF the Board Companies' rates. We charge board rates and refund 50% of the Premium at expiration of Policy. Write, today, for complete details.

ASSETS OVER \$5,300,000.00
NET CASH SURPLUS OVER \$2,007,000.00

THE CANADIAN HARDWARE and IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager,
802 Confederation Life Building, Winnipeg.

Watson's Hardwood Frame Wood and Pole Saws



Here is a line in demand now which offers you a real sales opportunity. Our saws have solid steel shafts and high grade babbitted bearings. Hardwood frame is strongly built and rigidly braced. Easy-running. Heavy, solid, balanced flywheel; three 5x6-in. pulleys. Complete saw mandrels supplied separately if desired, also saw blades in all sizes. Ask for complete particulars. We give dealers an attractive discount. Write us.

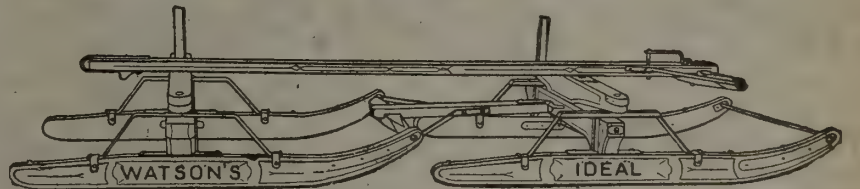
Get Our
Keen Prices
on this
Line Now

John Watson Mfg. Co.
LIMITED

311 CHAMBERS STREET

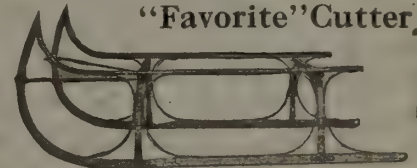
WINNIPEG, MAN.

SELL WATSON'S SLEIGHS



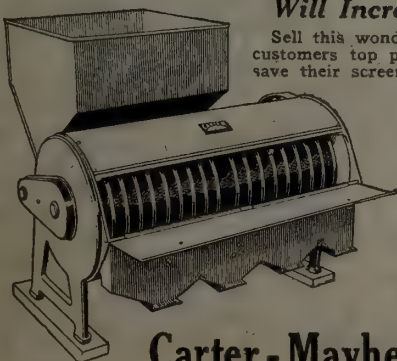
No Farm Sleigh sold commands better business than the genuine Watson "Ideal" Sleigh. Made in all sizes—Steel or Cast Shoes. Patent Trussed Bench. Special Quality, Seasoned, Selected Woods. Runners—White Oak. Benches—Gray Elm or Oak. Heavy Steel Bracing. Runners have point of contact directly below bench. Shoes, curved at rear, allow backing. Size for size, carry heavier loads than any other sleigh. Our prices and quality meet any competition.

"Favorite" Cutter Gears



Fit any Buggy Body, turning it into a Cutter in a few minutes. Shipped knocked down

Carter Disc Separators



Will Increase your Profits as a dealer
Sell this wonderful disc grain cleaner that will give your customers top prices for their grain, no dockage, and will save their screenings for feed.

Not a Fanning Mill
No Sieves to Clog—No Vibration—
Cleans in One Operation

In demand now for Fall cleaning. Raises the grade and the price. Get the Carter Disc agency for 1924. It means money to the live dealer in any territory. Write for prices, details and sales offer.

Carter-Mayhew Mfg., Co.
LIMITED



839 Henry Ave. Winnipeg



THE FARMER WHO BUYS
AND THE DEALER WHO SELLS
PROFIT BY THE

ROTARY ROD WEEDER

DEALERS: Get this Agency for 1924

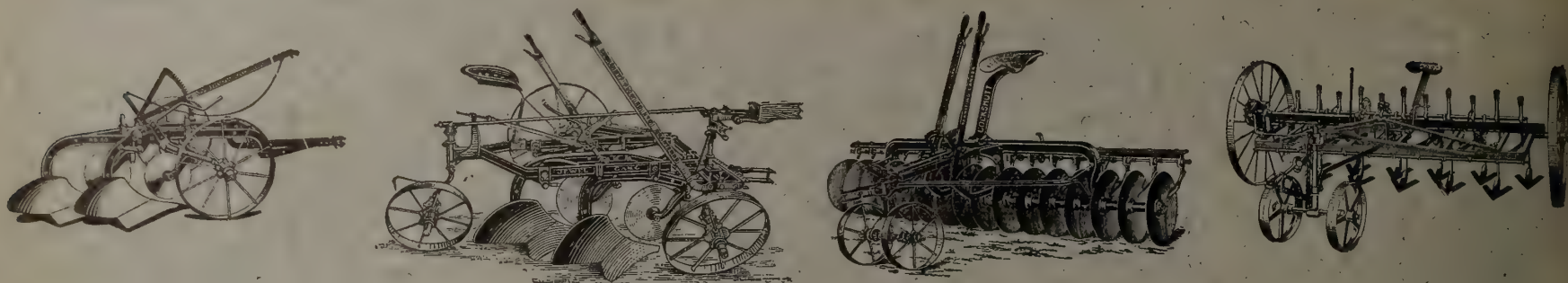
Your customers need this combined cultivator, weeder and packer, that does the work of all three in one operation. You'll find it a fast seller in any territory, with a nice margin for you. The Rotary Rod Weeder kills weeds with less work—eradicates Canadian Thistle, Russian Thistle, Pigweed—any weed that grows on plowed soil. Made in 8, 10 and 12 foot sizes. The revolving rod takes from 3 to 8 ins. of roots, and can be forced down 6 ins. Nothing equals it for keeping summer-fallow clean.

Get Our Prices and Liberal Sales Offer

Sole Mfgs. ROTARY ROD WEEDER & MFG. CO., Cheney, Wash., U.S.A.

SOLD IN WESTERN CANADA BY

NORTHERN MACHINERY CO. LTD. Calgary, Alta.



A COCKSHUTT CONTRACT FOR 1924

IMPLEMENT Sales have been below the normal requirements of the country for a number of years and a great deal of farm equipment will have to be replaced before another crop is harvested. By controlling the Cockshutt Line in the territory you serve, you will be in the best possible position to secure a large share of the business that will be done in the following lines:

**Plows, Cultivators, Harrows, Seed Drills,
Manure Spreaders, Planters, Binders,
Mowers, Rakes, Potato Machinery,
Engines, Separators, Vehicles, Etc.**

Goods with an established reputation, made in Canada, from a lifetime of experience of actual Canadian farm conditions and requirements.

Implements designed to suit Canadian conditions. With the strength and design that only expert Canadian experience and workmanship can embody. Giving years of satisfactory service.

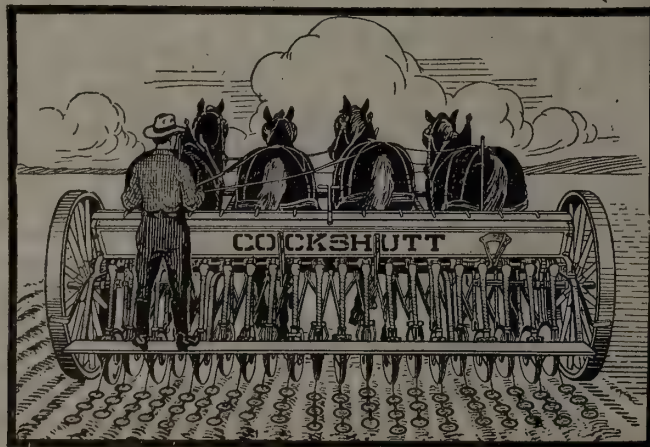
The line that supplies practically every field requirement of the Canadian farmer. All made, guaranteed and backed by one organization.

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1923=1924



May the Plowshare of Providence
turn you Deep Furrows of
Hope and Vigor which will Yield
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Contentment in the year to come : : :

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To All Friends in the Trade

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CANADIAN FARM IMPLEMENTS

Vol. XIX., No. 12

WINNIPEG, CANADA, DECEMBER, 1923

SUBSCRIPTION PRICE IN CANADA (Per Year, \$1.00 Per Copy 10c)

Leaders in the Industry Review Business Outlook

Continued Effort and Determination Will Bring Business

By Warren J. Davis, President, J. I. Case Threshing Machine Co.

We are cheered at the holidays of 1923 to mark the close of a season that has brought a distinct recovery to the Canadian agricultural implement field. A bountiful harvest and aggressive effort on the part of dealer and manufacturer have contributed to this result.

While the human race exists agriculture is indispensable. There is nobility in its usefulness. It touches daily the life of every human being and to gain its fruit is the first purpose of all human endeavor. We as producers and you as distributors of tools for agricultural production stand together—drawn by common interest. Our industry has become the right hand of the farmer. As we furnish tools that enable him to produce effectively, economically and to obtain the maximum of result at the minimum of labor, so does he lean more and more upon us. Education points the way and the shortage of farm labor renders unthinkable any return to primitive means of carrying on farm work. At present levels of civilization our industry is indispensable.

Our welfare as manufacturers and distributors is closely bound up with that of the farmer. In prosperity he is liberal in the purchase of our product and in his adversity we must suffer. We are still near enough to the war era to be affected by its results. Since the farmer is the only customer for implements a difficult situation has been created for us in the reduced value of what the farmer has to sell when contrasted with the prices of the articles which he must buy. Our problem is to convert high-priced material and labor into implements at prices which the farmer can afford to pay.

In the lean years following the war the implement manufactur-

These articles, specially written for Canadian Farm Implements by prominent executives in the Implement and Tractor Industries, bear a Message of Confidence to the Western Canadian Trade.—Editor.

ers' profits have been sacrificed, but selling prices cannot be lowered beyond an irreducible minimum fixed by wages and materials. At present market prices wages and materials are double what they were in 1914, while the price of a standard Case threshing rig, expressed in either dollars or wheat, has advanced less than 20% over the price in 1914. Readjustments in process will bring us nearer to equality between the farmer and the city dweller which must find reflection in better prices to the farmer, a fair profit for the manufacturer and a brisker and more profitable market for the dealer.

The splendid volume of business obtained through our Canadian dealers in 1923 bespeaks their aggressiveness in the face of uncertainties. The outlook is improving and there should be no thought of pessimism in 1924. Many have dropped from the ranks which means that we who are left must do their work as well as our own. In assuming these added responsibilities we enter upon a broader field of activity with correspondingly greater opportunity for profit. More farmers will look to dealers in 1924 for means to raise the efficiency of their production. It only remains for dealers to win their confidence and take a rightful position as advisers on tools and equipment for better farming. A never failing Providence, augmented by the hand of man, will again provide fields for the reaper and continued effort on the part of the dealer coupled with the determination of the manufacturer to produce the best implements at lowest possible prices, should bring forth a substantial harvest in further resumption of implement buying by the farmer in 1924.

1923 Crops Will Bring Increased Implement Sales

By E. A. Mott, General Manager, Cockshutt Plow Company

Following a recent visit to the Western provinces, it is my belief that the general trade outlook for Western Canada as a whole shows distinct improvement, and that taking the three Prairie Provinces, implement sales during 1924 will be much better than has been the case in the past year. At the same time business even now shows considerable improvement as compared with this time last year.

Following the record crops in Alberta there should be an increase in implement demand in that province, while sections of Manitoba and Saskatchewan will also be better from the standpoint of demand in the coming season.

In such areas as enjoyed a good harvest the replacement demand for implements and machinery will be a big factor in improving the volume of business for the dealer next year—for as we know the farmers have restricted buying and have curtailed their purchase of farm implement drastically during the past few years. In too many cases the implements they have are no longer efficient, and those men who have had satisfactory crops realize the necessity of investing in up-to-date machinery so that they may lower their production costs. It may require aggressive salesmanship on the part of the dealer, but I believe that the business will be there for him in greater measure than for the past few years.

I feel that the time has arrived when a closer approach must be made to cash terms in connection with implement sales, or at least that a part cash payment should be made on delivery of the imple-

ment. A shortening of terms of sale should be of great assistance to the dealers, as it will put their business in a more satisfactory and healthy condition.

Further, a change to shorten sales terms for farm implements will, I believe, be welcomed by the farmers, as their credit burden has been exceptionally heavy and it should be a distinct relief to reduce that burden and to stick more closely in the future to a pay-as-you-go policy.

During the past two or three years the dealers of the Canadian West have had a trying time, and the manufacturers fully appreciate the position which has confronted their retail representatives. It is our earnest desire to co-operate with the dealer in every way in an endeavor to promote better conditions in the trade as a whole—for we face a common problem which can only be overcome by team-work on the part of every unit in the industry, from factory to retail warehouse.

Happily the outlook is such that dealers should be able to face the New Year with confidence, and with the optimism that is inseparable from the trade the record at the end of the coming year should be gratifying. I trust that increased prosperity may be the portion of dealers throughout the West during 1924.

Greetings to the Implement and Farm Equipment Dealers of Canada

By William Butterworth, President Deere & Co.

I feel that with the passing of 1923, manufacturers of farm implements and farm machinery—in common with dealers in those lines—will have passed the peak of business depression caused by the abrupt price reduction in farm products after the close of the war.

While many farmers during the past two years have been struggling to avert bankruptcy due to the uneven deflation in farm and factory products; it is also true

that we who are engaged in manufacturing farm implements and farm machinery and are dependent upon the purchasing ability of the farmers, have experienced reverses of a most discouraging nature.

However, I am now convinced that the normal level between the purchasing power of the farmer's bushel and pound, and the purchasing power of the dollar, is being gradually restored. When that condition is realized, the farmer will enjoy his full measure of prosperity which naturally will be shared by our manufacturing industries, and the dealers who stand between the manufacturer and the farmer.

I also feel that the high cost of labor which prevailed during the war and which is still a formidable factor in maintaining the uneven deflation since the war, is gradually being adjusted, and that in the near future we will enjoy a just and equitable harmony between the prices of farm products and factory products; and labor will share in a renewed prosperity of all business activities.

Implement dealers form the connecting link between the plow maker and the plow holder. They know that the manufacturer's problems do not differ from those which confront the farmer; they realize that their interests are interdependent and that the prosperity of both will be in keeping with the assistance each accords the other. The farmers know the part implements have played in the development of agriculture, and manufacturers are mindful of their dependence upon the tillers of the soil, therefore the watchword should be, "Help each other."

The Outlook for 1924

By C. S. Brantingham, President,
Emerson-Brantingham Implement Co.

We are very pleased to have an opportunity to extend our greetings to the farm operating equipment dealers in the Canadian West.

1923 business, as a whole, has been better than 1922, even though this may not be true in the exclusive wheat districts. Like in most years, the industry's full anticipations have not been realized, thus showing the truth of the old saying that "We get our greatest pleasures out of our anticipations rather than in their realization."

Today we are looking forward to 1924, hoping that it will be a better year for the entire industry, including the farmers, dealers and manufacturers, than

1923; for the fellows who work hard, apply themselves earnestly and conscientiously, their anticipations will be more nearly realized than they will with the man who wails about his obstacles and misfortunes.

Present indications point to a fairly good business in 1924—doubtless more than 1923; for, taken as a whole, the farmers have received more money for their 1923 crops than for 1922. This increase will certainly relieve and stimulate the situation.

Farmers are evidently realizing more and more that if they want to own automobiles, radios and electric lights, and enjoy other comforts and conveniences which they and their families are certainly entitled to have to the extent of their ability to pay for them, they must plan to increase their income in proportion to the desired increase in their expense. This can best be done by keeping their tools of trade, namely, farm implements, in good condition and repair. They must not lose a substantial part of their crop because of trying to use a wornout plow, grain drill, harvester, tractor or other machine. Too many farmers do not realize the value or the importance of their farm operating equipment, although this is not true of the successful up-to-date farmer. He is the man who keeps his machinery replenished and in good repair, and takes good care of it.

Taken as a whole, during the past three years of agricultural depression, farmers have expended more than double for the purchase and operation of automobiles than for farm machinery, with the result that we are getting reports from all over the country, through dealers, bankers, farm bureau people, and many other channels, that the implements on the farm were never in as poor condition as at present. Therefore, dealers can do nothing more constructive for 1924 than to continually point out to the farmer the importance to him in replenishing and keeping in good repair his farm machinery, and that through so doing, he can best provide himself and his family with the things that bring them pleasure and make comfortable and profitable the use of an automobile and other conveniences.

If the farmer, dealer and manufacturer will join hands in boosting and promoting each other's interests during the year 1924, it will do more to dispel the gloom of the past three years than any other one thing.

The Dealer Should be Proud of His Business

By H. O. K. Meister, Manager, Western Division, Hyatt Roller Bearing Co.

I am very glad to extend to the dealers and distributors of the great Canadian West the greetings of our Company. I personally feel that the dealers and distributors of the tractor and farm equipment generally, have a lot to look forward to.

From a lot of general observations made, I firmly believe that there will be a lot of farm equipment activity during 1924. This should reflect favorably both to the manufacturer and the dealer. I also feel that the dealer of today is in a very much better position than he was in the past, and will be in a much better position in time to come. I make this statement knowing of the development taking place in implement design, and of the development which has taken place in the past years in implements. They are certainly made very much better than they were ever made before. This, to a very great extent, affects the cost of implements.

The dealer of today is giving a far better value than he has in the past. He is going to give a much greater value in the future, and his business is going to be a proposition more of quality than it has been in the past, and the service which he will have to give on new tractors and implements is going to be less. All of which should make for greater profits to the dealer himself.

I can see that the future tractor and implement dealers are going to be on a par, if not above that of the present day automobile dealer. The automobile dealer of today sells a very high class product and is proud of it. The farm equipment dealer is going to sell an equally high class product and is going to have a business which he himself can be proud of. He should be proud of his business today knowing that he is in a fundamental industry contributing to the greater welfare of not only the men on the farm; but the people generally who consume the foodstuffs raised on the farm. The dealer is selling nothing but dollar-earning tools, and certainly this is a constructive business.

I know that the manufacturers have a very keen appreciation of their responsibility to the farmer and dealer, and they are endeavoring, and are building today, implements of such a type that the farmers can really be proud to own them. This will mean much to the dealer in the

light of service, and it will certainly instill pride in their business.

The "Go-Getter" Will Get Business Next Season

By M. W. Ellis, Vice-President,
Hart-Parr Company

Dear Mr. Canadian Dealer: We smile, as we re-read the message we were permitted to print in these columns twelve months ago, for in that message, we predicted volume business for the year 1923, which has been thoroughly justified by our sales to the Canadian trade.

The year 1923 is practically all over but the shouting, and there'll be plenty of that in the camps of Mr. Live Dealer. He has hustled, and canvassed, and closed, and delivered implements to many a prospect,—and as he scans his work, he finds he is back to his good old 1919 volume, just as we predicted a year ago.

He faces 1924 with confidence and a smile, for everybody now concedes the new year will be as much better than 1923 as 1923 was better than 1922.

It takes a regular he-man to see through the mist and clouds that have surrounded the implement business, for some time,—but, there are those who can, and who have shown they have the courage to do business, while Mr. Gullubrious Blue sits around and says—it can't be done.

There is always business for the go-getter—and the year 1924 won't be any exception.

For ourselves, we realize the farmer customer has had his troubles—the dealer, his—and, we are sure, we have had our full share; but, we believe we should pack these troubles up in our old kit bag, and, smilingly act on the theory, that business is what we make it.

We have needed business, so we have gone out after it, with the result that we have more live, satisfied dealers now, than for many a day, and their ranks are being added to, as more and more men come to realize that complaining will never get them anywhere—but, hard work will.

So—our message at this season to you, Mr. Canadian Dealer, is to forget your troubles of 1921 and 1922, which are way back in the past, set your face resolutely toward the prosperous 1924, that is waiting for you, and go out and make it, by hard work, be the best year you have known in your business. It can be done.

Better wait a moment at the crossing than forever in the cemetery.

"Know Your Tractor and Separator"



\$1000 "GRAVY"

Last year, the Rumely dealers who co-operated with our Educational Plan and attended the Advance-Rumely Power Farming Schools, averaged \$1000.00 clear profit on this one plan alone. The training cost them nothing. The \$1000.00 was clear "gravy."

There is a way by which YOU can attend these schools without a single penny of expense. Find out about it.

Address

ADVANCE-RUMELY THRESHER CO., Inc.

La Porte, Indiana

Saskatoon, Sask. Calgary, Alta. Regina, Sask. Winnipeg, Man.
48 Abell St., Toronto, Ont.

Sixth Season

ADVANCE-RUMELY POWER FARMING SCHOOLS

Unshakable Confidence in the Canadian West

By Vincent Massey,
President Massey-Harris Co., Ltd.

I am very glad to accept the invitation of the Editor of "Canadian Farm Implements," to send a brief year-end message to the readers of this magazine.

The farm implement industry has not yet emerged from the very difficult period which commenced two or three years ago. Every manufacturer is faced on the one hand with rising costs of production, and on the other with restricted markets, and he is still under the shadow—a most familiar shadow—of excessive "overhead" expense. The manufacturer, and the farmer of course, are victims of the same circumstances—and until the prosperity of agriculture is restored, we, in common with almost every other industry in Canada, cannot look for a complete return of better times.

I have had the pleasure and privilege, this autumn, of spending several weeks on the prairies, and I have been much impressed with the fact that the farmer, hard as he has been hit, is on the whole, facing his difficulties with

splendid courage, and is gradually, often most painfully, adjusting himself to the difficult circumstances in which he is placed. Although he is doing for the most part what he can to carry on, by economy and where necessary, a change in agricultural methods, the real key to his problem is, of course, the return of peace to Europe, and the restoration of adequate buying-power on that continent, which will enlarge his shrunken market and bring him again a fair price for his product. Is it too much to hope that—on the principle that it is always darkest before the dawn—the situation in Europe is so bad that the nations involved will be forced to find a solution through the application of common-sense to a problem which has seen too little of this precious element? Let us hope so.

I should like to say that I have come back from the West with an absolutely unshakable confidence in its future. The problems of the West—and of the East, too, for they are the same problems in essence—are many, but I have no doubt that although our recovery will be slow, it is equally sure.

POWER MACHINERY WILL LOWER PRODUCTION COST

By J. B. Bartholomew, President,
Avery Company

Our year-end greeting to the Farm Implement Industry of Canada will necessarily be very brief.

We understand they have had a fairly good crop throughout the Provinces of Western Canada, so that the fundamental to a good basis in farm equipment lines has been fairly well laid.

In looking forward to next year at this date, it is impossible so early to draw any accurate conclusions. In a general way let us say that it looks favorable, although perhaps the farmers are not getting as much for their farm products as they should. It goes without saying they must have a crop before they can have anything and then it is down to the possibilities of what can be returned to the farmer by his adoption of ordinary methods of marketing so as to not break the price of the very goods he has to sell.

When I think back over the early period of the tractor, and realize the fact that the first tractors came to meet the demands of the Canadian West, and, as a matter of fact, were actually produced in the western part of Canada, I understand the wide difference between that situation and the one that applies to almost every other kind of farm equipment, which was first conceived and introduced in the Eastern part of the country and then the trade spread to the western sections, and, generally, to meet the western conditions, these machines were made heavier and stronger, while the tractors seem to have started out the reverse and were made heavy in the first place and as the trade moved eastward, smaller and smaller tractors have been introduced.

Reducing the cost of production, in my judgment, is the big thing for the farmer to consider. Means and improvements should be made along the line of enabling one man to plow and till a larger number of acres than one man heretofore has accomplished, and it is my

idea that the present or very near future will present the greatest opportunity for marketing success along these lines.

I wish all of the farm equipment people and the farmers, on behalf of the Avery Company, a Happy and Prosperous New Year, and I am optimistic enough to predict it.

A YEAR-END MESSAGE AND GREETING TO THE IMPLEMENT, TRACTOR, THRESHER AND FARM EQUIPMENT DEALERS IN THE CANADIAN WEST

By A. E. McKimstry, President,
International Harvester Company
of Canada, Ltd.

While the year which is now closing has left much to be desired in a business way in the farm implement industry, there are bright spots here and there which indicate more prosperous times ahead.

One of these bright spots is the great wheat crop recently harvested in Western Canada—a crop little short of miraculous, especially in portions of Alberta. Yields are reported which, in some cases, break all previous records. The average yield for the Provinces is now estimated at 35 bushels per acre, which is being marketed at a fair price and will return to the farmer a very substantial amount of cash. The Saskatchewan crop is above normal, while Manitoba has suffered heavily from rust. However, Manitoba has had good average harvests in the recent past and, therefore, may be said to be in fair shape to weather the blow. With this crop condition, the farmers, while still heavily involved, are in a better financial condition than for some time.

Optimism Justified

This situation, taken with the fact that farm operating equipment is badly run down and woefully inadequate, justifies a reasonably optimistic forecast for the implement dealer and the implement industry for the near future.

Since 1920 the trend of implement sales has been rapidly downward until the business for 1923 shows but a frac-

tion of the sales total of former years. There are many reasons which can be advanced for this decline, but one thing is certain—that the farm equipment on the majority of Canadian farms has become dilapidated, obsolete and in consequence inefficient, and that continued use of implements in this condition will not meet present competitive conditions which demand that the farmer develop greater efficiency in order to produce a fair profit.

I have every faith that the farmer will adapt himself to these new conditions not only by using efficient machinery but also by turning to better diversified farming. Already we notice a considerable trade in new lines of machines, such as corn tools, which indicates clearly that the farmer, as well as the implement industry, is headed toward better conditions in the future.

Canadian agriculture never has been and never will be conducted on a "one horse" basis. It is a country of big farm operations and with thousands of acres of virgin prairie yet to be broken, the rural population will show substantial growth in the years to come, which will mean a decided expansion in farming operations. This explanation, together with greater farm operating efficiency through larger machinery and through better diversifying instead of the one crop system of farming now too much in vogue, will result in more profits and more certain profits for the farmer. It will also create a wider and more stabilized demand for farm machinery of all kinds. In this respect few sections of the country show so promising an outlook for the implement dealers in the future as Western Canada.

Implement dealers should lose no opportunity to ally themselves with and encourage the diversified farming movement, because as the farming community becomes more prosperous the wide-awake dealer will find his business prospering likewise.

The Matter of Prices

The question of farm implement prices is naturally uppermost in the minds of everyone connected with the industry. Out of it comes a large part of the sales resistance which produces such ill effects for the dealer, for the manufacturer, and even for the farmer himself.

Much good work can be done toward remedying this condition if dealers will not be content with merely "passing the buck" about prices on to the manufacturers, but will thoughtfully try to understand the reason for present prices and help their customers, the farmers, to understand it also.

The answer to why farm implements stand at their present prices can be given in one word—"wages". High wages invariably and inevitably mean high prices for the industry that pays them, and all industry, including the implement industry, has been going through a period of high wages for more than nine years. We are still in that period, and there is nothing in sight to tell us when wages will begin to go down. Wages paid to labor represent at least 80 per cent. of the manufacturing cost of farm implements. I do not mean the wages directly paid by the manufacturer alone, but also the wages paid to the men who mine and handle the ore and haul it and convert it into iron and steel; the wages paid to those who fell the trees and saw them into lumber and haul it to the factories—in short, the wages of all the labor that goes into providing the manufacturer with his raw materials, plus the wages he pays to his own workmen.

Thus it is clear that wages are the chief factor in determining costs and, in the farm implement industry at least, manufacturing costs are the true basis of prices. If anyone can tell me when wages will begin to go down—the wages of all the basic industries—I will be able to forecast the time when the prices of farm implements and other manufactured goods will also begin to recede.

Implement Prices Reasonable

But, as a matter of fact, implement prices are not high when you compare

them with the prices of the other things that farmers buy. It is quite safe to say that farm implement prices are today lower per pound than practically any other manufactured article the farmers buy. It is true that a binder is much cheaper per pound than a hand-power washing machine or churn. Yet the grain binder has several thousand parts, many of which must be machined and adjusted by the most expert factory labor, and is made out of the best obtainable raw materials.

In talking about farm implement prices, a familiar line of comparison takes us to automobiles of a certain popular make. Many such comparisons lose sight of the fact that the farm implement industry has a long history, running back to times when wages and materials stood at levels which now seem ridiculously low. The automobile industry is new. It has a short history, which does not run back to any low levels of costs and prices.

When you point out to the Canadian farmer that a complete touring car of the popular make in question would cost him about 38 cents per pound in cash at Brandon, he thinks it is cheap, because this particular automobile is cheaper than other makes and has never been lower in price than it is now. If you then compare this automobile with a 6-foot grain binder which weighs eighteen pounds more than the car and yet sells to him at 16 cents per pound, terms basis, he thinks he is being robbed. The difference is that he thinks back to the time years ago when grain binders were manufactured at low costs and hence could be sold at low prices. He does not reflect that the automobile is a new product and has no such history of low costs and low prices in the long ago.

Sell on Utility Basis

Another point on which the dealers can render themselves and the industry, and the farmer, too, an important service is by showing the customer that the effect of farm implement prices on farm operating costs has been much exaggerated. The truth is that the cost of farm implements, including maintenance, represents less than 10 per cent. of the average total yearly cost of farm operation—probably not more than 6 per cent.

Still another point that ought to cut some figure relates to the aid that has been given to the farmer in the past and is still being given, to a considerable extent, by the farm implement industry in the way of credit and terms. Has the automobile industry, for example, ever given, or does it now give the farmer any such aid in this respect as he has received and is still receiving from the implement industry?

This question of credits is becoming a more and more important factor in the industry in Western Canada—so much so that sales in the future should be made on shorter terms, and with a substantial cash payment.

Shorter Terms Benefit Farmer

Long time credits to the farmer originated in the implement business fully 40 years ago, when there was a wider margin for trading, when there was little cash in circulation, and when banks were few. Now cash is much more plentiful and there are banks in every community whose business it is to loan money to the farmer, and make collections. Also the trading margin is much narrower. The cost of collection by the implement companies at the present time is high, and all of this expense must be added to the price. By handling the business on shorter terms, with a larger cash payment, a considerable collection saving would be effected, with a saving in the price of machines to the farmer.

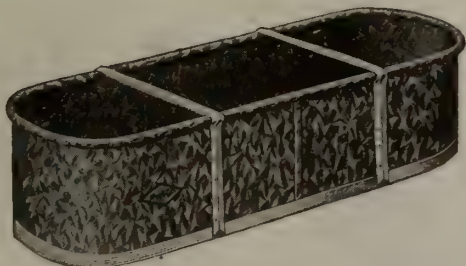
Why not bring the implement business nearer to the basis of the automobile business?

The dealer, the farmer and the implement manufacturer are all directly interested in the subject of cash, and all should work together with a view of putting the business on a more nearly cash basis, cutting out long time paper.

MAKE *Metallic* YOUR
Source **O**f **S**upply
 AND ENJOY *Metallic* SERVICE



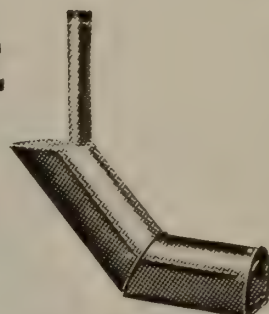
"RED BOTTOM" HOUSE TANKS. Sizes from 28 gals. to 450 gals.



"RED BOTTOM" ROUND END TROUGHS for watering stock, are strongly constructed, and are fitted with clips for Tank Heater, whilst the prices are right.



"RED BOTTOM" SNOW MELTERS (and Feed Cookers), an article required on every farm in Western Canada. A sample Melter displayed will sell many.



RETURN FLUE TANK HEATER Made from heavy gauge iron with all seams welded. Gives a maximum amount of heating under all weather conditions.

The "RED BOTTOM" Tank Dealer
 IS RECOGNIZED AS A LEADING MERCHANT IN EVERY TOWN
Good Trade Discounts - - Price Lists Free on Request

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 797 Notre Dame Avenue - - (Manufacturers) - - WINNIPEG, Man.

For 1924--Represent the White "First Quality Line" Money Makers for Progressive Dealers

Xmas Greetings

To our many friends everywhere throughout the West we extend our hearty Good Wishes for Yuletide. May you have Prosperity in the Coming Year.

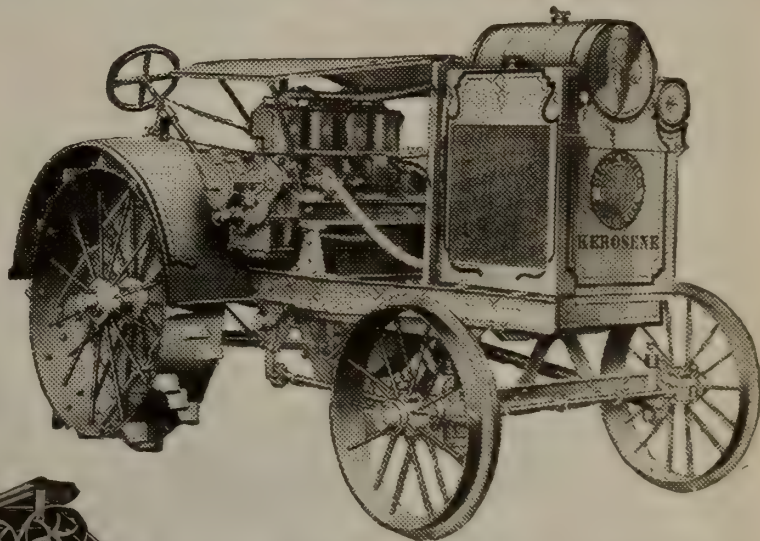
The reputation enjoyed by our Threshers, Steam Engines and Kerosene Tractors, year after year, combined with their moderate sales price for next season, makes them a line it will pay you to represent.

"CHALLENGE" Threshers

Six sizes:—For every Power Demand
 20x36 24x40 28x46 32x54 36x60 40x66

In 1924, as in the past, the "Challenge" owner will get full value for his crops, and will cut out grain wastage. Adjustable to all crop conditions, dependable, efficient and durable, their years of proven leadership make them a line the dealer should not overlook. We guarantee a Fordson tractor will drive our 20x36 Challenge Thresher fully equipped.

The units in the White "First Quality Line" sell against any competition on sheer mechanical merit. Sales resistance is less—your service expense practically nil.



White "ALL WORK" Kerosene Tractors

12-25, 14-28, 20-38, h.p.

Wonderful tractor value at a lower price. Oversized motors assure great reserve power. They give lower operating cost, maximum power delivery and dependable service. The All-Work 12-25 (2-3 plow) operates a 20 or 22-inch thresher. The 14-28 (3-4 plow) operates a 24 or 26-inch machine, and the New All-Work 20-38 pulls 4 or 5 plows and drives a 28 to 32-inch thresher to capacity. It will also double-disc, drill and pack in one operation. Get complete information.

Our Sales Offer for 1924 Will Interest You.



Size 24x40
 Special for
 Light Tractor

George White & Sons Co., Ltd., Brandon, Moose Jaw, Saskatoon

In the past three years, the dealer's net returns have been reduced by restricted volume and his credit losses have been considerable. The implement companies have suffered from the same cause, but much more severely. The operating losses during 1920-22 were staggering. The explanation of these losses is simple—the prices of implements, with the restricted volume, in this period have not been and are not now sufficient to make an adequate profit for the implement companies or the implement dealers.

No reasonable farmer wants to see the implement companies go bankrupt. Agriculture is a basic industry, and the manufacture of implements is vital to it. When the farmer prospers the implement company prospers, and when he suffers the implement companies and the dealers also suffer. In consequence the implement industry is vitally concerned in the welfare of the farmer, and is doing everything possible to help him in his present difficulty.

With high-priced farm labor and low-priced farm products greater efficiency is demanded of the farmer. To succeed he must have better machines and larger machines, that will cut down his labor costs. Owing to the short crop season in Canada, time is peculiarly the essence of profit to the Canadian farmer. A few days' delay in seeding has often resulted in heavy loss to the farmer in the rust-infected districts. The same thing applies to the harvesting of the crop.

On behalf of the Harvester Company I take this opportunity to extend to the retail implement trade throughout Canada our hearty congratulations on the splendid manner in which the dealers have met the seemingly insurmountable problems of the past three years. It is my belief that we are nearing the time when business is to be better and more profitable and it is my hope that together strongly allied, we may approach the future with every confidence that our combined efforts will bring us all a just return for our labor.

With the Manufacturers

Fairbanks, Morse & Co., have bought ground for a factory addition to its plant in Indianapolis, Ind.

B. F. Avery & Sons have closed their Omaha branch. The Nebraska territory will be handled by the Kansas City branch.

Allis-Chalmers Mfg., Co., recently shipped four 20-35 tractors to Gippsland & Northern Co-operative Co., Ltd., Melbourne, Australia.

Durant Motors of Canada, Ltd., Toronto, propose to develop export trade with Great Britain and other Empire markets in the new year.

P. T. Legare, Ltd., of Quebec, the big implement jobbers, have been granted a license to carry on business in the Province of Ontario, the capital to be employed not to exceed \$50,000.

The Maytag Co., Newton, Ia., has ordered plans for a factory addition to cost \$200,000. The

greater part of the addition will be equipped for the production of aluminum castings.

The American La France Fire Engine Co., of Canada, Limited, Toronto, are contemplating building an extension to their factory which will double their floor space.

Fred H. Bateman, Grenloch, N. J., has arranged with A. B. Farquhar Co., Ltd., York, Pa., to manufacture the principal lines of implements formerly made by the Bateman Mfg., Co.

Harry Dodge, for some time sales manager of the Gray Tractor Co., Minneapolis, has left that organization to become Northwest representative for the Graham Bros., Truck Co.

The Webster Electric Co., Racine, Wis., has established a number of distributing service stations and sub-service stations to the growing list of Webster service centers.

The Gray Tractor Co., Minneapolis, Minn., has announced the appointment of Arthur A. Prausnitz to take charge of sales in the central district of the United States.

W. C. Giberson who was formerly in the tractor business in Western Canada, recently resigned his position as manager of the Holt Co., of Texas, Dallas, Texas.

Production has started on the Flint Six in its new plant, the first car being turned out Oct. 1 by the Flint Motor Co., Flint, Mich. Heretofore the Flint has been made at the Long Island City factory.

The Remy Electric Co., of Anderson, Ind., has just purchased the plant formerly owned by the Arvac Mfg., Co., of this city. The Arvac company was a builder of Universal joints and other automotive parts.

The Timken Roller Bearing Co., Canton, O., has ordered plans for a factory addition to cost approximately \$750,000. The improvement will consist of a number of two-storey buildings of modern construction.

The E. & W. Mfg., Co., Cedarburg, Wis., is adding considerable new machinery to accommodate the production of Simplicity gas engines, formerly made by the Turner Mfg., Co., of Port Washington, Wis.

Duane H. Nash, whose present address is Haddonfield, N. J., has purchased from the receivers of Bateman & Companies, Inc., the old Acme line of harrows, which was manufactured for many years at Millington, N. J.

Production of a new manure spreader has been announced by the Moline Plow Co., Moline, Ill. The machine will be known to the trade as Moline No. 100. This spreader is of the low down, tight bottom type and incorporates many new features.

The sales volume of the J. I. Case Threshing Machine Co., Racine, Wis., for the first nine months of the year shows a 20 per cent. increase over 1922, and is the highest in the last ten years with the exception of 1918, 1919 and 1920.

R. H. Proctor, at one time Minneapolis manager for the Rock Island Plow Co., and later district field representative for the Holt Mfg., Co., is now factory representative at Minneapolis for the Chevrolet Motor Co.

Shares in the new Durant Motors Acceptance Corp., a \$30,000,000 company recently organized under the laws of Delaware, for the purpose of increasing the sales of automobiles on credit through 4,000 Durant dealers, are soon to be offered.

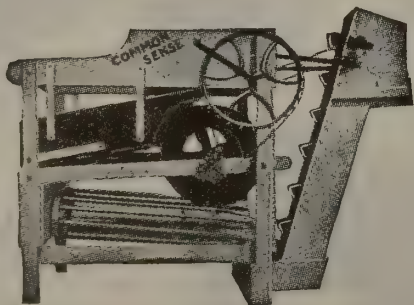
R. L. Thompson, former banker, has been named secretary and general manager of the Owatonna Implement Co., Owatonna, Minn., which was organized last December to take over the plant of the Owatonna Manufacturing Company.

The sales volume of the J. I. Case Threshing Machine Co., Racine, Wis., for the first nine months of the year shows a 20 per cent. increase over 1922, and is the highest in the last ten years with the exception of 1918, 1919 and 1920.

Crossley Brothers, Ltd., Openshaw, Manchester, England, have purchased from the receiver and manager the business and goodwill of the Saunderson Tractor and Implement Co., Ltd., Bedford, and we understand that they are carrying on the concern on the usual lines.

Dave E. Darrah, advertising manager of the Hart Parr Co., Charles City, Ia., will make two addresses over the radio at the annual convention Jan. 8, 9, and 10, of the Minnesota Implement

For Profitable Mill Business---Show and Sell Farmers the "COMMON SENSE" Combination Fanning Mill and Wild Oat Separator



Patented Feb. 13, 1923

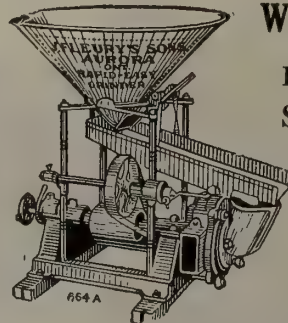
It takes little sales effort to sell this Mill. Farmers think so highly of it that we sold them two carloads direct at Brandon Fair. No better mill sold for cleaning grain for market this Fall. Every mill sold in a district will sell another.

Three Sizes:---60, 80, 100 Bus. Per Hour

The only mill of the kind, with double the capacity of any other grain cleaner of the same size. Grain is in sight from hopper to bag. Overshot blast and side-shake shoe. Zinc sieves do scalping—rolls complete perfect screening. Driven by hand or power. Baggers, 4, 8 and 10-ft. lengths. Regular equipment cleans wheat, oats, etc. We can ship at once.

LIVE DEALERS AND JOBBERS WANTED—WRITE FOR DISCOUNTS Western Jobbers. Here is a Line for which there is a heavy demand. Get my Distributing Offer.

ROBT. GALLAUGHER, Manufacturer
(Branch in West) **TOTTENHAM, ONT.**



WHY SELL THE "RAPID-EASY?"

BECAUSE OF ITS
SUPERIORITY:

PROFIT MAKERS
FOR DEALERS

Light Power Requirements; Durability;
Operating Economy; Large Capacity;
Simplicity; High Class Work; Safety;
Efficiency; Superior Grinding Plates;
Moderate Price; Long, Lasting,
Steady, Satisfactory, Service.

Write for Illustrated Circular. Also ask about our Roller Grain Crushers and Oat Flakers.

J. FLEURY'S SONS, AURORA, ONTARIO

Western Agents: JOHN DEERE PLOW CO., Ltd.
Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Lethbridge

Dealers' Association. The talks will be broadcast over station WLAG, at Minneapolis.

For the year ended July 31, the Russell Motor Car Co., Ltd., Toronto, earned net profit of \$90,551, a reduction of \$26,052 from last year's figure. After the payment of preferred dividends of \$84,000, there was \$6,551 left to be added to surplus, which now stands at \$479,669.

The American Seeding Machine Co., Springfield, Ohio, at its recent annual meeting of stockholders reduced the company's capital stock from \$7,500,000 to \$5,000,000. The stock now includes 50,000 shares of common of par value reduced from \$100 to \$50, and 25,000 shares of preferred of a par value of \$100.

The Studebaker Corporation recently celebrated its seventy-first anniversary as a manufacturer of vehicles. Employees of the company and their friends assembled in Springbrook Park where medals were presented to 1,470 employees in recognition of continuous service for periods of 5 to 20 years and more.

J. H. Connor & Son, Ltd., Ottawa, are introducing a new electric washer and wringer, identified as Model 4. It is an all-metal machine, with polished copper tube, inside-turned, polished aluminium cover, and agitator, swinging metal wringer, with 12 in. best quality rolls, and safety release, etc.

The Johnson Trackpull for Fordson tractors has the full "Muley" type track, which displaces all four wheels, being disk clutches and brakes located in each of the drive sprockets. This interesting crawler is being manufactured and sold by the A. C. Johnson Products Co., Racine, Wis.

The Owensboro Ditcher & Grader Co., Owensboro, Ky., recently issued new circulars describing the Martin ditcher terracer and grader, and the work done by that machine. The two new folders contain much interesting and valuable information on terracing and the profit contingent upon that work.

Durant Motors of Canada, Limited, are negotiating with their parent company in New York for building in the Toronto plant all cars for export to Great Britain and some other parts of the Empire. They also announce that after January 1 they will manufacture two more Durant lines of cars, the "Flint" and the "Eagle."

Money Talks



There's Money for You in 1924 Through Better Discounts on the Hart-Parr Line

The 1924 Hart-Parr Dealer's Contract is the talk of Canadian dealers today. It's different—it's a bigger money-maker—that's why.

It offers you increased discounts from which you can make real money; exclusive territory from which you can secure volume sales; sales and service helps that are out of the ordinary, and a complete line of time-tested tractors that are second to none, backed by a known farmer-demand since 1905. Are you interested? Write us today.

Hart-Parr is in Canada to Stay

Western Canada grew up with Hart-Parr. The first gas tractor that was ever seen in Canada, crossed the line into Saskatchewan the same year that Alberta and Saskatchewan assumed Provincial status. Hart-Parrs plowed, for the first time, tens of thousands of acres of the Prairie Provinces. Years before any other company considered building tractors, Hart-Parrs were sold in volume in Canada.

Hundreds of these old-time Hart-Parrs, twelve to eighteen years of age, are still operating on Canadian farms. Canadian farmers have operated Hart-Parr tractors for a lifetime—they know their worth. As a result, more Hart-Parrs were sold by Canadian dealers in 1923 than at any time since the boom days of 1919.

1924 will be a banner Hart-Parr year in Canada. Go with Hart-Parr to financial success in 1924. Write us direct or consult our



Many of the old Hart-Parrs that plowed the virgin prairies of the North-west are still in use today. The great grand-daddy of all Tractors was old Hart-Parr No. 1, built in 1901.

CANADIAN DISTRIBUTORS

United Engines & Threshers, Ltd.,
Calgary, Alta.

John Goodison Thresher Co. Ltd.,
Sarnia, Ont.

HART-PARR, LIMITED

230 Princess St.,
1614 Eighth Ave.,

Winnipeg, Man.
Regina, Sask.

HART-PARR COMPANY

Founders of the Tractor Industry
786 Lawler Street Charles City, Iowa



POWERFUL STURDY KEROSENE TRACTORS
HART-PARR
FOUNDERS OF TRACTOR INDUSTRY



Advance-Rumely Power Farming Schools for 1924

The Advance Rumely Power Farming Schools were started five years ago to teach Advance-Rumely dealers to give better service to owners of Oil-Pull tractors and the line of threshers manufactured by this well-known company. In the past four years three thousand dealers have attended through the schools of the company and have had a thorough course of tuition in servicing the tractors and threshers which they sell.

In 1924 the Advance-Rumely Thresher Company will hold schools at twelve trade centers in the United States and at four points in the Canadian West. The Western Canadian schools for 1924 are scheduled as follows:

Winnipeg, Man., Jan. 15-18.

Regina, Sask., 1st school, Jan. 29th to Feb. 1st.

Regina, Sask., 2nd school, Feb. 5-8.

Calgary, Alta., Feb. 19-22.

Saskatoon, Sask., 1st school, March 4-7.

Saskatoon, Sask., 2nd school, March 11-14.

The Advance-Rumely tractor schools to be held in the Cana-

dian West will be in charge of John H. Wade, familiarly known as "Jack" Wade. As many dealers know, Jack was connected with the Manitoba Agricultural College at Winnipeg, and for a number of years he acted as instructor in the Provincial tractors schools.

Mr. Wade was in the aviation force of the Canadian army during the war, and after the armistice served as an Advance-Rumely salesman for a number of years. Recently he has been with the Imperial Oil Company, with headquarters at Brandon. November 1st he returned to the head office of the Advance-Rumely Thresher Co., at La Porte, Ind., for the purpose of getting thoroughly familiar with the latest improvements in the Advance-Rumely line and the conduct of the schools, and he is now getting together a great deal of new equipment which will be shipped into Canada and used exclusively for school purposes.

Mr. Wade's wide experience admirably befits him for the charge of the schools. He was four years with the Sawyer-Massey Co., as a service man. From 1913 to 1915 he was connected with the extension service of the Manitoba Agricultural College as special

lecturer on gas engines; from 1916 to 1918 he was in the Royal Air Service; from 1919 to 1921 as salesman for the Advance-Rumely Thresher Co., out of the Winnipeg branch, and in 1922 and 1923 he has been a lubrica-

machines which are embodied in the line. In the second year over 800 dealers attended the schools.

In 1922 the plan was still further enlarged, but, instead of bringing the men into the factory, the schools were taken out to the



Typical Scene at an Advance-Rumely Power Farming School

tion specialist for the Imperial Oil Company with headquarters at Brandon.

Five carloads of equipment are used in each school, and the whole forms what has been well named a "Power Farming University on Wheels." Take for example the equipment used at each school last year. It included 24 motors, 12 transmissions, 48 magnetos, 6 chests of hand tools, 5 tractors, two separators and a complete series of charts, drawings and views of different parts of the tractor.

Each student takes down, studies and puts together every essential part of the machinery under the supervision of factory and branch service men. Some of the subjects dealt with are shown in the programme of a representative school last year. They covered such points as:—Principles of the Gas Engine, Motors, transmission, operation and magnetos, fuels, carburetion and cooling systems, Rumely trucks, lubrication, front and rear axles. Care and operation of the motor, plows and plow adjustments, Oil-Pull power farming, Advance-Rumely Policies, Advertising for the Dealer, etc.

At the first Advance-Rumely school in 1919, 250 dealers from all parts of the U. S. and Canada assembled at the factory. The main purpose is to instruct dealers and users of Advance-Rumely products in the construction, operation and care of the

branches and the dealers assembled there. Co-incident with this change, a limited number of cus-



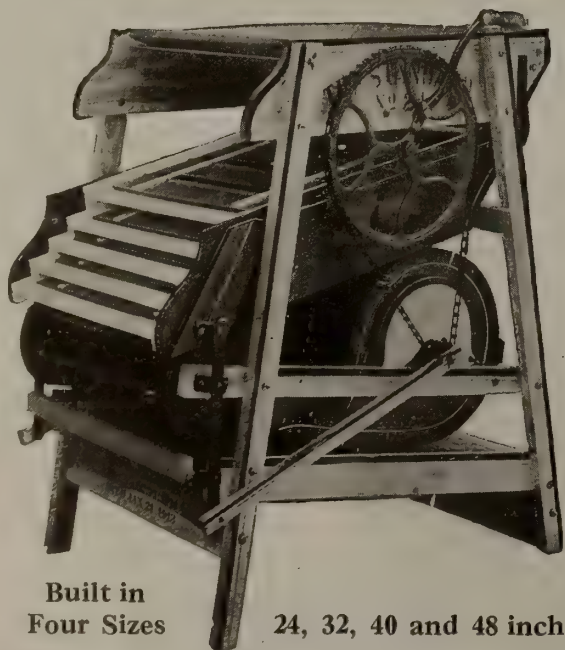
JACK WADE
in charge of 1924 Advance-Rumely Schools

tomers were admitted to attend the schools. The total attendance was 1100. In 1922 the plan was so successful that the total attendance was nearly 2200.

The fundamental purpose of these schools is to teach dealers, customers and prospective customers how to take care of their machines and get better results from them, thereby increasing the efficiency and profit on their farms. In order to further this end, no expense has been spared

"STANDARD" FANNING MILLS

Clean the Crop—Reducing the Dockage—Raise the Grade and Also the Price



Built in
Four Sizes

24, 32, 40 and 48 inch

"Standard" Mills are guaranteed to perfectly separate Wild and Tame Oats from Wheat and Barley. Also clean and grade Wheat, Oats, Barley, Flax, Rye, Timothy, Alfalfa and all grass seeds. They clean and grade more wheat in an hour than any other fanning mill made, and DO IT TWICE AS WELL. The "Standard" is an all-purpose, large capacity machine which is meeting the requirements of the most particular farmer and seedsmen. DEALERS:—Don't forget to write for our special Spring terms. The Dealer who gets the "Standard" Agency, gets the Mill business. Manufactured by

THE STANDARD FANNING MILL CO.

WINNIPEG - - - MAN.

to make the equipment and the instruction staff the very highest class.

After a thorough trial of the plan in the States, it is now being extended to include the Canadian branches, and the same character of work and equipment will be used in Canada as has been used in the States in the past five years.

An additional feature to be incorporated in the 1924 schools will be a thorough course of instruction on separators and the best methods of threshing. This will be handled by J. A. Drinen, a man who has spent a great deal of time in service work on threshers in Western Canada and Western United States, so thoroughly understands the many problems that come up. He is a convincing talker and one who should add a great deal to the previously thorough course of instruction given on threshers.

We are sure that a great many Advance-Rumely dealers will avail themselves of this educational opportunity in connection with the lines that they handle.

Handle Flint and Walling Line

Dealers will be interested to know that they can get Star windmills, Hoosier pumps, and repairs for this line as manufactured by the Flint & Walling Co., Kendalville, from the Brandon Pump & Windmill Works, Brandon. The latter firm are sole representatives for Flint and Walling in the West, and all requirements can be promptly handled from their office at 602 Ninth Street, Brandon, Man.

Carriage Factories Reduce Loss

For the fiscal year ending July 31, Carriage Factories, Ltd., Orillia, Ont., showed a loss of \$43,040 for the year. This is after providing depreciation of \$25,553 and inventory reserve of \$14,218. This is a better showing than in the past two years. The deficit in 1920-21 was \$116,941, and in 1921-22, \$467,467. In 1922-23 it is \$512,387. The working capital of the company for the past fiscal year is \$89,456, current assets being \$333,564 and current liabilities \$244,108. Total assets, according to the report, are \$2,782,814 as compared with \$2,755,096 in the previous fiscal period.

Ruggles Appoint Directors

A new board of directors has been appointed by the Ruggles Motor Truck Co., Limited, London, Ont., and plans have been

completed for placing the company on a sound financial basis. The new directors are: Henry Pocock, R. J. Goldie, Arthur Little, Col. Coles, George M. Reid, John Pringle and S. F. Lawrason. Officers of the company, as appointed by the board of directors, are:—Henry Pocock, president and general manager; Arthur Little, vice-president; Paul Gumerson, treasurer and C. W. McElroy, secretary.

Dealers and Manufacturers Will Meet

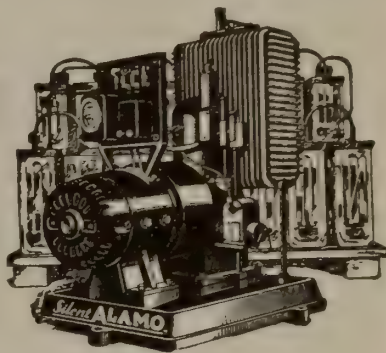
The suggested conference between officials of the U. S. National Federation of Implement Dealers' Associations and of the National Association of Farm Equipment Manufacturers will be held in Chicago this month.

S. A. E. Convention

The annual meeting of the Society of Automotive Engineers

will be held in Detroit, Mich., Jan. 22-25, 1924. Announcement to this effect was made recently by the directors of the society.

Silent ALAMO Electric Light and Power Plants

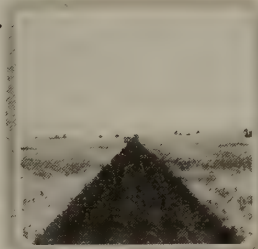


An Electric Plant with ample capacity for farm home, country stores, halls, schools, theatres, etc. Lights the home and barns and gives plenty power to operate cream separator, washer, churn, water system, fanning mill, etc. Perfectly balanced; no vibration. Compact; easy to operate. Built on solid base; all parts enclosed; motor automatically controlled. Throttle governed.

ALSO

New Empire Baltic Cream Separators, Empire Milking Machines, wind-mills, pumps, gasoline and kerosene engines. Batteries for any type of Electric Lighting Plant. Get our prices.

ROBINSON-ALAMO, LIMITED
140 PRINCESS ST. (Distributors) WINNIPEG,



Prepare for More Business in 1924

A NEW buying season will soon be here. Optimism now prevails. Prospects for good business are bright because farmers are now realizing that worn-out farm machinery does not bring full crops. They cannot neglect their farm machines, which are their tools in trade, without decreasing their income. More profit from farming demands using modern farm machinery.

1924 Contract Now Ready

The new E-B contract for 1924 will help dealers get their share of the business with an assured liberal profit on every transaction. The E-B franchise is an asset to any dealer, because E-B Emerson Implements have a reputation and prestige enjoyed by few others.

Do not wait for our salesman to call. A letter will bring full information at once. Everything points to better business in 1924. Get ready for your share by contracting early for the E-B Line.

EMERSON-BRANTINGHAM IMPLEMENT CO.

Incorporated

Business Founded 1852

Rockford, Illinois

Canadian Branches at Regina, Winnipeg, Edmonton and Saskatoon



Christmastide

In the near future we will again celebrate the Christmas season and are almost on the threshold of another year. It has been a year of pretty hard going for the implement and tractor trade in the Canadian West, a year of restricted buying and despite the good crops, particularly in Saskatchewan and Alberta the demand for farm machinery has been light. The low prices prevailing for grain have affected the farmer's purchasing power to a considerable extent, and the past season has again proved the value of mixed farming as opposed to straight grain growing.

In the year ahead it is evident that there will be business for the dealer who goes after it for the farmer has patched, borrowed and made shift with machines which are worn out so that there must be a replacement in the season ahead which will improve business for the implement dealer. In 1924 the dealer will find that business will be done more nearly on a cash basis and that substantial payments will be asked at time of sale, a policy which is long overdue.

It will be wisdom for the dealer to adhere to sound merchandising principles in 1924--and to keep down his expenses in proportion to the possible volume of sales obtainable. Great care should be taken in connection with credits, and the speculative element should be eliminated in every deal. The dealer will be well advised to plan his buying and selling so as to get quick turnover, for slow turnover is one of the troubles incident to handling farm machinery. Sales possibilities in individual territory should be carefully studied and the dealer should add such lines as will secure business in addition to the staple implements.

History shows that the best way to get implements from the factory to the farmer is through the retail dealer and despite all that is heard regarding the cost of distributing farm machinery, investigation will prove that there is less spread between the factory cost and cost of implements to the farmer than in connection with any other line of goods. As an example, take hardware lines or groceries, and the percentage of advance is considerably higher than that of farm machinery prices.

In all dealing with the farmer the retail implement merchant ought to have the ultimate welfare of the agriculturist at heart. Encourage him at every opportunity and in talk with the farm-

CANADIAN FARM IMPLEMENTS

Western Canada's Only Implement and Tractor Trade Journal

DEVOTED TO THE INTERESTS OF DEALERS IN AND MANUFACTURERS OF TRACTORS, MOTOR TRUCKS, AUTOMOBILES, FARM IMPLEMENTS VEHICLES, ENGINES AND FARM EQUIPMENT.

Established in 1904 and Published Monthly by

Canadian Farm Implements, Limited

812 CONFEDERATION LIFE BLDG.

WINNIPEG, CANADA

Eastern Canadian Offices:—G. A. Marshall, 105 Bond Street, Toronto, Ont.

SUBSCRIPTIONS

\$1.00 per year in Canada; Foreign, \$1.25 per year.

Single Copies, 15 cents.

ADVERTISING

RATES MADE KNOWN ON APPLICATION

Change of Advertising Copy should reach this office not later than the 25th of the month preceding issue in which insertion is desired.

CORRESPONDENCE

Solicited on all matters pertinent to the Tractor, Implement and Power Farm Machinery Trade. As an evidence of good faith, but not necessarily for publication, every correspondent must sign his name. We reserve the right to edit all matter submitted, but do not undertake to endorse opinions expressed by correspondents.

Member Western Canada Press Association

Member U. S. National Association of Farm Equipment Manufacturers
Entered in the Winnipeg Post Office as second class matter.

WINNIPEG, CANADA, DECEMBER, 1923

ers leave out the discouraging features and dwell on the factors which offer encouragement for the future. Take every chance to urge sane diversification of crops. The experience of every grain cropping country shows that the time is past when straight grain growing can be profitable. Sell the farmer next year according to his needs being sure that what you sell him will produce revenue for him.

Despite conditions we have much to be thankful for in this western country, and it is evident that the worst of the depression is past. The Christmas season is a time when we should endeavor to forget business cares and worries, a time when we should look forward with hope and optimism. We have had too many gloom peddlers—what we require is a sane optimism, which backed by hard work will do much to improve conditions in the trade. The spirit of Christmas is a spirit which if prevalent throughout the year would do much to make business relations better in our industry.

With this issue we complete our nineteenth year of publication as Western Canada's only implement, tractor and farm equipment trade journal. With all other interests we have had our worries, but in each issue we

have endeavored to keep before the trade all that is topical and informative in connection with the business.

We have tried to maintain and improve our service to our readers despite conditions which effect the publishing business very adversely. Hundreds of letters from subscribers show appreciation of our repair service, which year after year is growing in volume of enquiries received and answered.

To our advertisers everywhere we extend our best thanks for the business accorded us. In the future, as in the past, they are assured of our co-operation in assisting them to promote and increase the demand for their lines through the most economical and efficient sales channel—the retail dealer. To Dealer, Jobber and Manufacturer we extend our heartiest greetings. In 1924 may their efforts bring each individual and institution increased prosperity.

He Avoids Excess Service

Often the dealer is urged that he mustn't "spoil" the farmer. Such an unfortunate consummation is devoutly to be avoided, he knows. Nor does he intend to "nurse" the tractor he sells any longer or any more expensively than is justifiable.

Prices for Next Season

There may be instances when the dealer is confronted with the argument that the customer will not buy his machine requirements at present because he anticipates a marked reduction in machinery prices in the future. To such customers it will be well to point out that while no man can make definite statements regarding future price levels we all must realize that the price of all commodities are on a permanently higher plane than pre-war prices.

There may be fluctuations in the price of farm equipment, but factory executives agree in the statement that the trade need look for no radical departure from 1923 prices. There is nothing to indicate that the farmer will benefit by waiting in connection with buying his implement requirements.

Even as the increased cost of help on farms has advanced the farmers' production costs, so has the increased labor content entering into the price of raw materials, higher freight charges and other increased expenses made the production of farm equipment a more costly manufacturing proposition. In the past the manufacturer was able to protect himself over a certain period by contracting in advance for his material supplies. This practice has been discontinued, due to conditions over which the manufacturer has no control.

It is a fact that the most frequent criticism we hear is that the farmer condemns the prices he has to pay for farm equipment, while he makes little fuss about the prices for many lines which have advanced by a far greater percentage than farm machinery. The widespread criticism of implement prices is not the fault of the farmer as much as the fault of both manufacturer and dealer, for the implement industry has done little to give the farmer the facts on the increased cost of implement manufacture. Farmers have not any experience in manufacturing lines and cannot be expected to know relative manufacturing costs. The automobile being a comparatively new line, never established low price levels during the days of low cost production which the implement industry passed through many years ago. The farmer compares present prices with those of fifteen or thirty years ago, and has no such basis of comparison in the case of the automobile.

The dealer will help the situation greatly if he will steadily give the farmers the essential

facts as to the difference in price levels. The labor content in every implement made it at least 80 per cent. of the cost of the goods, and when you ask the farmer to compare the wage level that he has to pay for help on the farm with that of twenty years ago and apply the same ratio of increase to the 80% labor content in the manufactured tool, you have fully accounted for the difference in price.

The farmer will frequently ask you why you pay these increased wage rates and will state that it is not fair to do so and pass the burden along to him in the cost of the goods. If you ask him the same question regarding his help, you have a complete answer. Like the manufacturer, he pays the increase because he must do

so in competing for the help he requires.

Get the farmer to see what that implement will do for him. When he buys a piece of farm machinery, if he buys it right, he is buying something on which he is going to make a profit as long as that implement lasts; and the need of improved and better machinery is wrapped up, certainly, in the cost of his products just as it is in a manufacturing institution. The manufacturer couldn't make implements profitably if he were depending on worn out, obsolete, broken down machinery to do it with. You have got to keep your plant equipment right if you are going to make a profit. That is the message to the farmer.

Business Changes—Personal Items

The Beiseker Garage, Beiseker, is advertised for sale.

H. Peile, dealer at Duncan, has sold out to A. Cameron.

George Greig is owner of a new harness store at La Fleche.

W. Collins has discontinued his harness business at Rhein.

C. M. Dunford has closed his automobile business at Instow.

W. J. Dinner has closed his automobile business at Milden.

N. Warenka is the name of a new harness dealer at Innisfree.

Albert Leroy has closed his harness store at Meota.

J. A. Milton has closed his harness store at Edam.

C. C. Johnson is the name of a new harness dealer at Young.

J. Boxe has closed his automobile business at Batesman.

J. Carter has discontinued his garage business in Saskatoon.

Painter & Galbraith, dealers at Sceptre, have dissolved partnership.

Hurleys Garage is the name of a new car service business which opened in Regina recently.

K. O. Solard has closed his automobile business at Scots-guard.

J. A. House has sold his business at Strassbourg to Paul Ludwig.

Paul C. Gouren is the name of a new automobile dealer at Success.

G. T. Smith has closed his implement and garage business at Tugaskie.

Geo. Davis is now owner of the Canadian National Garage at Calgary.

It is reported that the Soo Line Boiler and Machine Works, at Milestone, has gone out of business.

Zirk Bros. suffered fire loss in their garage at Krydor last month.

Kemp & Spencer, dealers at Lloydminster, have dissolved partnership.

W. W. Chamberlain has retired from the Northern Brass and Wire Works, Winnipeg.

K. Wiseth has sold out his automobile business at Eatonia to a dealer named W. G. Lay.

J. A. Blain, implement dealer at Heward, is stated to be closing his warehouse at that point.

W. L. Bowman has discontinued his auto accessory business in Winnipeg.

W. G. Lay, automobile dealer at Laporte, has closed his business in that village.

National Motors, Limited, was recently incorporated at Moose Jaw.

L. Heisler, auto dealer at St. Walburg, has rented his garage to W. L. Partridge.

F. Furneaux has commenced in the oil and gasoline business at Semans.

It is reported that C. Thorson has closed his implement business at Bateman.

William McBride is reported to be discontinuing his automobile business at Caron.

Owen Sawyer, farm equipment dealer, at Alexander, has opened a branch at Strathclair.

The Bentley Auto Top Repair Shop, at Prince Albert, has discontinued operations.

E. Grondin, implement dealer at Readlyn, has sold out in that centre to Carl Lofgren.

The Regina Motor Co., Ltd., suffered fire loss in their premises last month.

Foss Bros. are reported to have commenced in the automobile and garage business at Success.

G. E. Riddel is registered as proprietor of the Carrot River Oil Co., at Tisdale.

The Forest Garage, Calgary, has moved to 106 Fourth Ave., in that city.

We noted that B. F. Dixon, of the Winnipeg branch of the John Deere Plow Co., wore a happy smile the other day. It's a daughter.

L. Smee has sold out his harness business at Grande Prairie to the Lake Mercantile Co.

L. E. Boutin has sold out his automobile business at St. Albert to L. Levasiur.

George Fisher has sold out his tire business in Victoria to L. Jones.

Andrew Gray, president of the Marine Iron Works, Victoria, died recently.

William Randle has commenced in the harness business at Headingly.

The Jefferson Highway Garage at Morris has been sold out to Anderson Bros.

Arthur Thornton is registered proprietor of the Thornton Machine Co., Winnipeg.

The Auto Service Garage at Moosomin, is now operated by N. F. Rabey.

It is reported that H. Small has discontinued his implement and tractor business at Piapot.

L. W. Eaton of the automobile firm of Eaton & Edwards, at Reston, died recently.

The Motor Vehicle Supply Co., has commenced at 978 Main St., Winnipeg.

James Kent has taken over the Reynolds and Alfsen garage at Bengough.

Morris Cusen is registered proprietor of the Motor Vehicle Supply Co., Winnipeg.

Alphonse Rodenbour has closed his implement business at Delmas.

W. S. Weidman has sold out his business at Springside to Bennett & Bagg.

J. Breakell is the name of a new harness dealer who has opened at Swift Current.

Peter Keefner suffered fire loss in his garage at Vanguard the latter part of November.

Fraser Valley Motors Limited has been incorporated at New Westminster, B. C.

The Hall Machine Works is the name of a firm recently incorporated at Vancouver.

Larive & Routier recently started in the automobile line at Kipling.

Toews & Fehr, implement at Rosenfeld, are succeeded by Fehr & Son.

Rudolph Sprugh, implement dealer at Sifton, suffered fire loss last month. The damage was covered by insurance.

The Ashmore Auto Top Co., have moved their premises in Winnipeg to the corner of Alexander and Princess.

Capital Motors, Limited, Winnipeg have applied for authority to increase the capital stock to \$100,000.

Greetings



May Good Health, Happiness and Prosperity be the portion of our Friends in the Implement Business, wherever located, throughout the coming year. To you and yours we extend our most Hearty Wishes for a

Joyous Christmas

and a

Prosperous New Year

Canadian
Farm Implements

A change in ownership is reported in connection with the General Motor Service at Rocanville.

It is reported by a commercial agency that the Ideal Well Casing Co., Calgary, is in liquidation.

E. Ramsted has purchased the automobile business at Scotsguard which was formerly carried on by Hayes Lent.

W. J. McFaul is the name of a new implement and tractor dealer who commenced business at Piapot.

Larson Bros., automobile dealers at Blaine Lake, have sold out their garage business to P. Green.

A change in ownership is reported in connection with the Eyebrow Garage and Machine Shop, Eyebrow.

William Sellers is reported to have withdrawn from the implement firm of McKee, Sellers & Co., Regina.

Exide Batteries of Canada, Ltd., have opened a branch office in the Sterling Bank Bldg., Winnipeg.

Richmond & Ritchie, dealers at Vanguard, have dissolved partnership. G. Ritchie will continue the business.

D. N. Jamieson, manager of the R. A. Lister Co., of Canada, Winnipeg, spent a couple of weeks at the head office in Hamilton recently.

The Salter Street Garage has opened for business in Winnipeg.

C. W. Driver has discontinued his implement business and garage at Lewvan.

The Stinson Tractor Co., Winnipeg, was sold out by Salter and Arnold, according to a notice in the Manitoba Gazette. The amount realized was \$2335.45.

V. C. McCurdy, dealer for the J. I. Case Threshing Machine Co. at Moosomin, reports a very good season in tractor and thresher business.

M. J. Rutledge, western Canadian sales manager for the J. I. Case Threshing Machine Co., recently visited the branches of the company in this territory.

The T. & T. Supply Co., who operate a garage at St. Paul de Metis, has been dissolved. U. I. Thibaudau will carry on the business.

The Semple Cartage Co., North Battleford, have been appointed sales agents for Cowells New Method Harness in that territory.

David Drehmer, vice-president of the John Deere Plow Co., Ltd., and manager of the Winnipeg branch, paid a visit to the head

office of the company at Moline, Ill., early in the month.

The Mill Owners Mutual Fire Insurance Co., of Iowa, whose head office is at Des Moines, has been registered to do business in Saskatchewan.

W. N. Robinson, manager of Robinson-Alamo, Ltd., Winnipeg, spent a few days in the territory the latter part of November, visiting dealers handling his line.

The H. A. Blair Company, dealers at Stettler, Alta., who are agents at that point for the Twin City Company, last fall sold nine tractors and fifteen threshers in this line.

Albert Prugh, manager of the Gray Tractor Co., of Canada, Winnipeg, visited some of the dealers for his company in Manitoba and Saskatchewan last month.

The Canadian Automobile Equipment Co., was organized recently in Winnipeg. The Commercial Motors are also a new firm operating at James and Princess streets in this city.

A change takes place in the business of J. Funk & Co., harness and farm equipment dealers at Hodgeville. The company now operates as the Funk Pauls Co.

D. A. McMillan is reported to be discontinuing his farm machinery and garage business at Huxley. In the same town Mettler & Benson have commenced in the automobile business.

B. N. Woodsen has been transferred from the Columbus, Ohio, branch of the Emerson-Brantingham Implement Co. to take charge of tractor and thresher sales at the Kansas City branch of the company.

It is reported that the implement and hardware business of Edwards & King, at Odessa, is being wound up. J. Leboldus, formerly of Vibank, is stated to be commencing in the implement business at his point.

The Bowsman Electric Light Co., Ltd., was recently incorporated in that town in Manitoba.

It is reported that the Western Implement Co., Winnipeg, have discontinued their business in that city.

A. H. Schnell, formerly assistant manager of the Regina branch of the Advance-Rumely Thresher Co., has been appointed assistant manager of the Aberdeen, South Dakota, branch of the company.

Carter Miller who has been connected with the Timken Roller Bearing Co., Canton, for the past five years, and who was recently

district manager of the service division, is now in charge of the advertising department of the company.

Elizabeth Powell, mother-in-law of Mr. C. H. Whitaker, manager of the Winnipeg branch of the Massey-Harris Co., died on November 23rd at the age of ninety. The late Mrs. Powell was a native of Richmond Hill, Ont., and resided with her daughter, Mrs. Whitaker. The body was forwarded to Toronto for interment.

H. W. Cater, the popular pump manufacturer in Brandon, has been appointed mayor of that city by acclamation, as there were no other candidates for that position. This is his third term as mayor of that city by acclamation, as there was no other candidates for that position. This as mayor of that city shows that he is the right man in the right place.

Canadian Sales Manager for International Harvester Co.

E. F. Bolte has been appointed sales manager of the International Harvester Co., of Canada, succeeding A. L. Upton who died on October 22. Mr. Bolte began his career with the Harvester organization over thirty years ago.



E. F. BOLTE
New Sales Manager,
International Harvester Co. of Canada

He started in the machine business as a canvasser in January 1890, working for the S. L. Sheldon Company, of Madison, Wisconsin, and travelling out of its branch at Columbus, Wisconsin.

In 1892 he began work of a similar nature of the Milwaukee Harvester Company, of Milwau-

kee, Wisconsin, where he remained for several years. During this time he acted as salesman and canvasser in several parts of Minnesota and North Dakota. With the Milwaukee Harvester Company, he was promoted from time to time, until in 1902 he was made branch manager at the Fargo branch. In 1903 he became general traveller of the Milwaukee division.

After the formation of the International Harvester Company of America, Mr. Bolte was made assistant general agent at St. Cloud, Minnesota, where he remained from 1904 to 1907. In 1907 he was transferred to Eau Claire, Wisconsin, as general agent, where he remained until 1911, when he was transferred to the Chicago office as manager of cream separator sales.

In 1913 he was transferred to the sales department of the International Harvester Company of Canada, Limited, and in 1919 was made assistant sales manager, which position he has held up to the present time.

Saskatchewan Implement Dealers Will Hold Convention

Arrangements are being made by the implement trade section of the Saskatchewan branch, Retail Merchants' Association, to hold a convention of implement dealers during the early part of the winter. This convention, states the association, is for implement dealers only and will deal specifically with the problems of the retail implement men. The association urge that every implement dealer who can should make an effort to attend this convention, and they are asked to send into the office of the R.M.A. in Saskatoon any matters which they wish taken up. The date of the meeting will be announced later.

Car Production in Canada

The number of automobiles manufactured in Canada in 1922 exceeded all previous records and reached a total of 101,007, or 7 per cent. more than the maximum production of former years, attained in 1920, and 53 per cent. more than the output of 1921. The advances were especially marked in the various sizes of closed cars.

As the number of motor vehicles registered in Canada increased from 1921 to 1922 by only 48,714, or from 465,378 to 514,092, it is apparent that the greater part of Canadian manufacture finds its way out of the country.

Christmas Greetings



A Christmas Message to you

AT THIS time of year, when the spirit of peace and goodwill to men is in the hearts of everybody, let us all get together and, with mutual felicitations, resolve that we shall carry this same spirit throughout the coming New Year—to the end that our business relationship shall be even more cordial and profitable than in the past, and that we may, by our example, help to promote a greater prosperity in this great country of ours—and make it a better place to live in.

The John Deere Plow Company, Limited, wishes you, in all sincerity, the best of Xmas Cheer and Happiness in the New Year.



**See
That Beater!**

Beater on axle makes it easy to assemble; easy to load—36 in. high; easy to operate—only two levers.

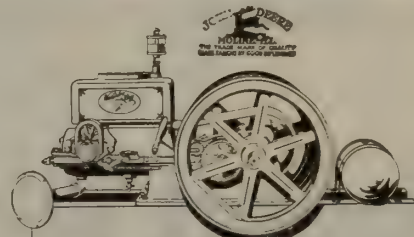
Leaders All!



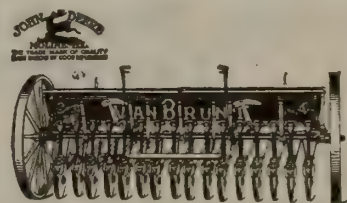
New Deere Sulky



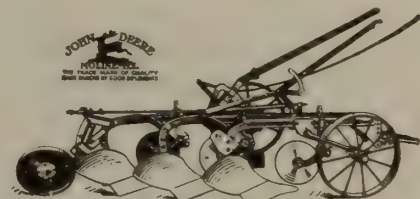
FLEURY Rapid-Easy Grinder



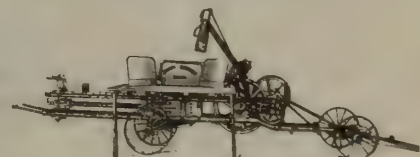
Deere Model "H" Gasoline Engine



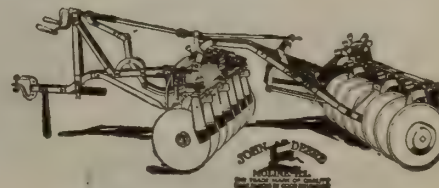
VAN BRUNT Grain Drill



Light Tractor Plows



Deere-Dain Motor Press



Deere "L" Tractor Disc Harrow

John Deere Plow Company, Limited

WINNIPEG REGINA SASKATOON CALGARY EDMONTON LETHBRIDGE

**PUBLICITY ACTIVITY ESSENTIAL
FOR IMPLEMENT INDUSTRY**
An Address—By Finley P. Mount, Pres.
Advance-Rumely Co.

Who is our public? Not merely the people who buy our machinery, not the users only, but all those who benefit—the public at large. Most of our advertising departments would doubtless say our public is the farmer and the dealer and in this they would be partly right and mostly wrong. In order to make our own advertising pay dividends commensurate with our investment, we must get our message across to a wider field than the farmer and the dealer. The bulk of our advertising is done through the medium of the press and this is intended for the farmer and the dealer and is right and proper. But how about the press itself? How well have we sold it? Excepting the trade press, how much has been done toward getting our message across to the men who control the press?

The farm press in many instances are as well sold on our proposition as the trade press. But are we not overlooking the daily press, the financial press, the farm bureau press, the agricultural college press, the women's press, the national magazines, and the great body of news-spreading media, the country weekly press?

Why do practically all newspapers carry market reports? Because the management is sold on the idea that market reports are useful and of vital interest to the readers. The same is true of weather reports and shipping reports, but are these more important to the public than farming? Modern farm equipment is the thing that makes possible market reports, the thing that helps meet and overcome the very exigencies of the weather.

Acres of space are given each day in the daily and financial press and each week in the farm press to market quotations on farm products. What would be the effect of a like amount of space devoted to the needs of farmers for up-to-date and efficient farm equipment? Would you like to see it tried? Would we like to see it approximated? Then we must sell our idea to the press itself.

But a little while ago the only publicity given the automobile was its daily indictment as a menace to public travel, because it frightened horses on the roads, and the passage by legislators of stringent measures to check and discourage the use of cars on the highways. No one here is too young to remember the days when boxes of facks were scattered in the dusty highways subtly to remind the motorist of his general unpopularity.

Pick up any paper in the United States tonight and count the news column, not advertising, devoted to automobile and the automobile industry. Then look for news columns, even a stick of news, devoted to the farm equipment industry. Why this discrepancy? The press is sold on automobiles, the public is sold on automobiles and one reason that the public is sold on automobiles is the fact that the press is sold on automobiles. The thing creates the food it feeds upon. No industry in this world has ever had such a phenomenal growth as the automobile industry. No industry has ever had so much news publicity.

The statement that the farmer has not bought farm machinery during the past three years needs no sworn testimony to support it in this company. The statement that he has not bought farm machinery because of his inability to buy would be very difficult indeed to prove. On the contrary, assuming that 1921 was the low point in the U.S. farmers financial conditions, he was easily two billion dollars better off at the close of 1922, because his crop was worth two billion dollars more than the crop of 1921, and by the latest estimates,

United States will unquestionably increase the yield, lower the cost, make profits show where losses showed before, and by increasing the purchasing power of the farmer, make all business in this country better and more profitable.

It is estimated that the farmers of the United States are today more than one billion short of their normal purchases of farm machinery. The United States Department of Agriculture estimates that from eight to twelve billion dollars worth of new equipment is needed on the farms in the next ten years fully to equip and to replace a large percentage of worn out and repaired implements that are losing more than the cost of a new set of tools through loss of time and efficiency in getting in the crops, cultivating and harvesting them.

What can we as farm equipment manufacturers do or undo to reach this larger public?

Have we not as an industry been greatly negligent of our opportunities? Look back over the past three years, beginning with the deflation in the fall of 1920. How many erroneous notions have been held and harbored by the farmer and the general public as to the conditions of farming and the farm equipment industry? Invidious comparisons have been made between the prices of farm equipment and automobiles. They were unfair. Some even blame the farmers' over-extended credit condition to excessive purchases of farm equipment. This was wholly untrue. His purchases during the nine years last past are more than one and one-half billion dollars short of his purchases for the preceding nine years. A band of politicians, either wholly ignorant or wilfully malicious has been preaching to the farmer and the public that farming is a totally hopeless enterprise, that all farmers are broke, and that they are worse off financially today than they were last year. Absolutely false. Look at the nation's agricultural balance sheet, look at the returns or take a drive into any agricultural community. All this is calculated to mislead the farmer, and what is even more important, it has been misleading the public.

• Upon a report made to the Executive Committee of the U.S. National Association of Farm Equipment Manufacturers the sub-joined resolution was unanimously adopted by the Executive Committee and recommended to be presented at the annual meeting of the National Association:

(a) That the Executive Committee be authorized and directed to create, establish, and maintain a Bureau of Research for the purpose of collecting, tabulating, and disseminating facts and information touching farming and farming equipment and the farming equipment industry.

(b) That such Bureau be established and maintained at the general offices of the Association and under the supervision of the general officers thereof.

(c) That to cover the expense of such Bureau and of the work proposed for the same, the membership of the National Association be asked to make voluntary contributions to a fund to be known as a Research Bureau Fund, and that the Association recommend to its membership that the amount of such voluntary contributions be at least the same as the present dues of such members in the Association.

(d) That the Research Bureau shall be considered as the voice of the National Association of Farm Equipment Manufacturers and that its direction and general policies shall be determined by the Executive Committee of the National Association together with an Advisory Committee to be made up of Advertising Managers of members of the Association.

Set a good example yourself. Train, develop, and encourage personal representatives in your business whom you trust and thoroughly respect.

REO Speed Wagon

In the Business of Farming

AVERAGE farm loads will run from 500 to 2500 pounds—a quarter-ton to a ton-and-a-quarter. The Reo Speed Wagon was designed for just such loads.

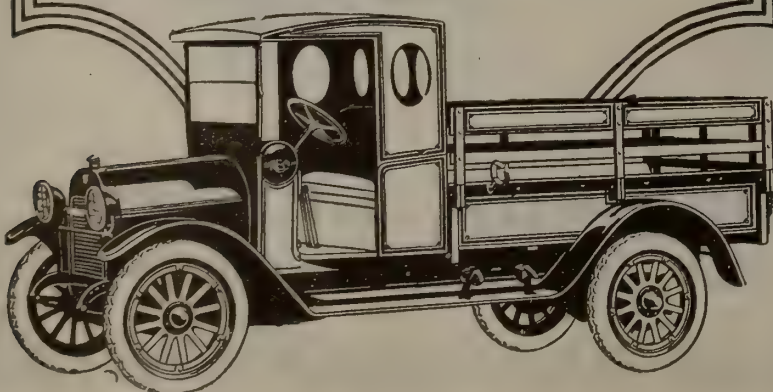
A lighter vehicle will not do your heavy work—a heavier truck would be wasteful. This Speed Wagon has proven it will out-do, out-distance and out-live them all.

Ten body types render the Speed Wagon adaptable to every farm need. This body convertibility enables you to have a type for every use at only slight expense.

Designed especially for the farmer, the Speed Wagon has fulfilled our fondest hopes—it has proven the farmer's best friend and a most dependable helper.

Nearly 100,000 now in use

REO MOTOR CAR COMPANY
OF CANADA, LIMITED.
WINDSOR - - - ONTARIO

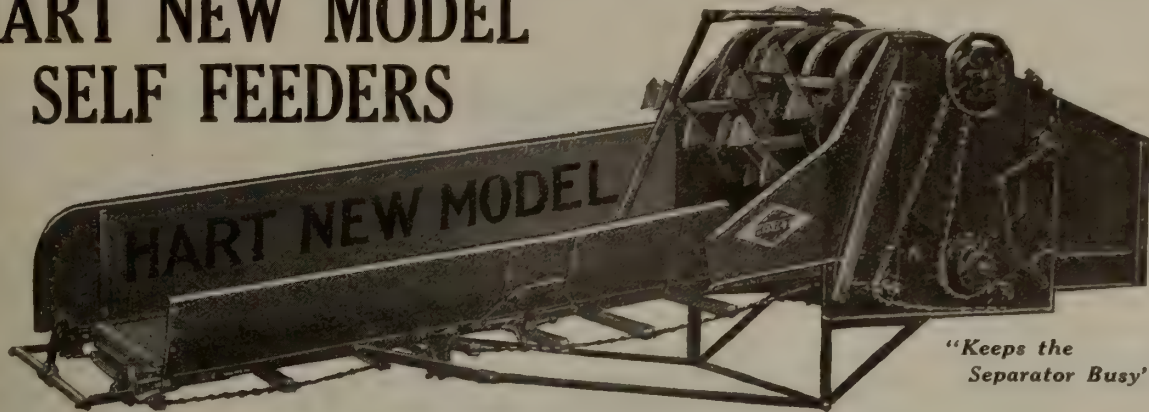


FINLEY P. MOUNT
President, Advance-Rumely Co.

1923 shows an increase over 1922 in crop values of another round billion dollars. The balance sheet shows that the farmer was better able to buy in 1923 than he was in 1922, but if you are not satisfied with the balance sheet, look at his purchases in other fields better sold than our own; he purchased automobiles in great volume; he purchased from the mail order houses at a record rate. In fact, it is reasonable to state that he purchased liberally from practically every other industry, excepting the farm equipment industry. Why does this state of affairs prevail? There may be many reasons, but in my judgment one of the outstanding reasons is found in the fact that our industry has been content to sell itself and its product in a prosaic way to the user alone, that we have limited our public and therefore limited our effort.

The implement industry needs a message. It is the message of the whole industry. It is the message of better and more profitable farming. It is not merely the message of making two blades of grass grow where but one grew before. It is the message of producing two blades of grass at less expense than one was produced before. It is the message of helping to solve the cotton problem of the South, the wheat problem of the West, the corn problem of the Corn-belt, the tobacco and fruit problems, the hay and feeding and dairying problems of the whole country. It is the greatest and most outstanding business message to the American people today. For a wider use of the most up-to-date farm equipment on the farms of the

HART NEW MODEL SELF FEEDERS



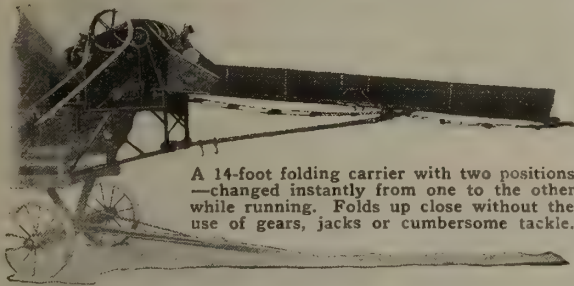
"Keeps the
Separator Busy"

*Another Year is
Ahead With New
Opportunities for
Selling Hart New
Model Feeders*

Dealers:—You start 1924 with a decided advantage if you secure the sales franchise of the Hart New Model Self Feeder. Its wonderful sales success in Western Canada in 1923 means prospects everywhere for you next season.

The Only Self Feeder With Variable Speed Control

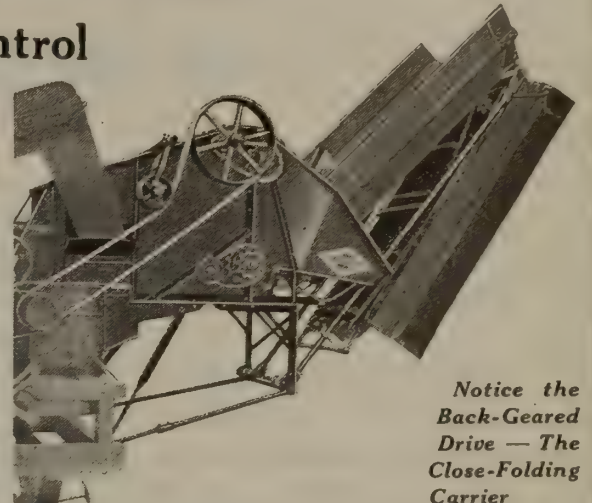
The Hart New Model Self Feeder speeds up threshing for both farmer and thresherman. Careless pitching cannot cause trouble. It keeps the cylinder full without slugging. Checks, but never stops, the flow of grain. Automatically changes speed to prevent overloading. Adjustable throat suits capacity of any thrasher. Feeds faster and more evenly. Note how the carrier folds. No ratchets, screws or levers. Simply push down on one end. Pitching throat 12" deep and 15" wider than main feeder. Backgeared drive—2 to 1 reduction.



A 14-foot folding carrier with two positions—changed instantly from one to the other while running. Folds up close without the use of gears, jacks or cumbersome tackle.

Runs Lighter—and Sells as Easily as it Runs

All-Steel construction. Fits any separator, new or old. Feeds any kind of grain, flax or clover perfectly, and does not wrap or wind. Regularly furnished with 9-ft. carrier; 14-ft. carrier can be supplied. Stocks are carried at Winnipeg, Regina and Edmonton, and repair stocks also at Calgary. Write the Canadian Avery Co. NOW for particulars and territory.



Notice the
Back-Gear
Drive — The
Close-Folding
Carrier

Sole Distributors for Western Canada

Canadian Avery Co., Ltd.

Winnipeg Regina Edmonton New Westminster, B.C.

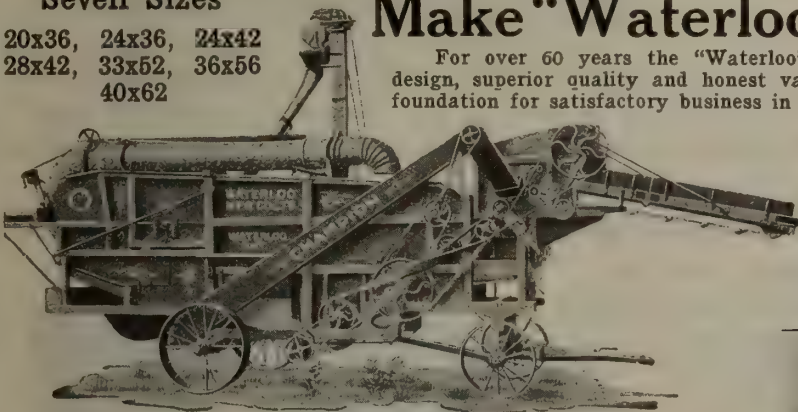
Manufactured by the

Hart Grain Weigher Co.

Peoria, Ill., U.S.A.

Seven Sizes

20x36, 24x36, 24x42
28x42, 33x52, 36x56
40x62



Make "Waterloo" Quality the Basis of 1924 Profits

For over 60 years the "Waterloo" Line of "Champion" Separators and Waterloo Steam Engines have been foremost in design, superior quality and honest value. Behind them you have a Tractor and Tractor Implement line offering you a sure foundation for satisfactory business in the year ahead.

"Waterloo" Champion Separators

The record, reputation and reliability of "Waterloo" Champion Separators brings business to dealers handling this famous thrasher. Do not complete arrangements for your thrasher line for 1924 until you get complete details of our line, and our attractive sales offer. The clean threshing, thorough work and grain-saving capacity of Waterloo Separators reduces sales resistance and builds business for dealers. Get our 1924 prices and Agency proposition. Our threshers are equipped complete with wind stacker, feeder, wagon loader, register and with cross conveyor if desired.

Eagle Tractors 12-22, 16-30, 20-40 H.P.

Note the new model 20-40 Eagle, which we now have in stock ready for the trade. Built on the same successful design, but with an 8x10 inch twin cylinder motor. Here you have a tractor line that gives smooth, steady power for every job. Simple design. Use gasoline or kerosene. Hyatt equipped. Enclosed gearing; auto steering. Get full details of "Eagle" tractors.



"Heider" Farm Tractors 9-16, 12-20, 12-24 H.P.

Behind these tractors is a record of over 15 years successful field work. They have guaranteed surplus power. No transmission gears—no trouble. Seven speeds, forward or reverse, all with one lever, on one motor speed. Special heavy-duty Waukesha motors. Get our prices.

Rock Island Tractor Plows and Tractor Discs

Here is a line of power plows, in 2, 3 and 4 bottoms, which you can sell for use with any tractor. Equipped with the famous CTX moldboard they appeal to every tractor owner. Also the No. 38 tractor disc, in 8 and 10 ft. sizes.

Waterloo Steam Engines are made in 16, 18, 22 and 25 h.p. sizes. The most economical and best built steamers on the market.

The Waterloo Manufacturing Company, Ltd.

Winnipeg Portage la Prairie Regina Saskatoon



Dealer Gives Methods of Securing Business

In a recent issue of the Case Eagle, Frank A. Parks, Case dealer at Craik, Sask., gives his methods of securing prospects, selling machinery and giving his customers service. In connection with thresher business, Mr. Parks says:

"My system of getting prospects is to first become familiar with the conditions of each of the farmers in good standing in this district. I find out what the acreage is, and estimate the cost of threshing. This information is carefully compiled in a card follow-up system.

"In my sales talk I emphasize to the prospect the possibility of using his own teams and equipment which would largely be idle if he hired a large custom outfit. This saving is sufficient to interest them at once. Other reasons for buying are advanced and the sale is made. As they need power to operate their threshers,

also to prepare seed-beds, it is only natural that they should buy tractors."

All machines are "run-in" before delivery. For five hours the machines are operated running idle. During this time a careful mechanic makes any adjustments made necessary by rough treatment in transportation. All moving parts are thoroughly lubricated. Nothing is left undone to make certain that the machines are in perfect mechanical order. Such "running-in" following the careful testing and inspection at the factory makes satisfaction and profit certain for the buyer.

When the machine is delivered, the owner starts off with every little detail absolutely right. The results from Mr. Parks' viewpoint are excellent. After the sale, field service is greatly reduced and the customer is satisfied from the beginning.

"This means only service. I recognize that the other fellow bought the machine to make a saving in threshing. His expecta-

year more good prospects are intentions are fulfilled. He is satisfied. He tells his neighbors, and next terested in buying."

New Aultman-Taylor Thresher

A threshing machine designed and built especially for operation with the small tractor has been announced by the Aultman & Taylor Machinery Co., Mansfield, Ohio. It is a standard light-weight machine with a cylinder 23 in. wide and a rear 36 in. wide. It is constructed generally along the same lines as the standard Aultman-Taylor 23x36-in. New Century thresher.

The new thresher is 17 in. lower and weighs 2,000 lb. less than the New Century. The cylinder has 12 double bars with teeth held in place by lock washers. The cylinder shaft runs on Hyatt roller bearings. The Universal rotary straw rack is used.

Grand Detour Disc Harrow

The Grand Detour division of the J. I. Case Threshing Machine Co., Dixon, Ill., have issued a new catalog covering their line of disc harrows. This publication is finely illustrated and shows the various disc harrow lines which are produced by the company.

Grand Detour disc harrows are made in three different types covering Grand Detour tandem tractor disc harrows in 6, 7, 8, 9 and 10 ft. sizes, the Grand Detour orchard disc harrow with seven

foot cut and special disc blades, and the Grand Detour horse drawn disc harrows in 7, 8, 9 and 10 ft. sizes.

The Grand Detour tandem disc harrows are easily controlled by the tractor operator, a single lever within easy reach controlling the angling of the front and rear sections of the harrows. The catalog gives complete details of the construction of the entire harrow line of the company, and is illustrated by field scenes and individual cuts of the implements.

Holt Issue New Bulletin

The Holt Manufacturing Co., Peoria, Ill., recently issued a new bulletin entitled "The Caterpillar for Snow Removal," copies of which may be had by interested dealers from the company's head office at Peoria.

This 16 page bulletin gives complete details of every phase of snow fighting and shows how the Holt "Caterpillar" can be used for snow fighting work in both city and country. The bulletin is finely illustrated by photographs of the tractor in action in both city streets and country. Views show the Holt Caterpillars equipped for winter snow removal, and specifications are given of the complete line of their tractors.

If an employee will not try to improve, and if his mental attitude is clearly wrong, in spite of all you can do—discharge him.

How Many Farmers in Your District are Losing \$200 to \$500 on Every Car of Grain they Ship?

Why Do They? Whose Fault is It?

Have you shown them what a 40-Inch "Bull Dog" FANNING MILL

can make and save for them in a season. Is there any machine you can sell that earns as big profits in the same time? It will clean 75 to 80 bushels per hour, assures clean grain and top prices. 10 to 20c per bushel extra, which means at the very least, 150 to 200 bushels per carload—not to mention the screenings they keep right at home, which are rich feed for all stock.



The New Improved 40-Inch BULLDOG with Power Attachment and Wagon Box Elevator

Get our Sales Offer

Go after this business. Interest, convince—and sell farmers the "Bull Dog." They can clean their crop for market, select perfect seed, and turn cheap wheat and barley into dollar value by feeding hogs and sheep. There are five farm size "Bull Dog" Mills—capacities from 25 to 150 bus. per hour. We can ship you immediately.

To "Twin City" Dealers Everywhere We Wish a Merry Christmas and a Prosperous New Year.

THE TWIN CITY SEPARATOR CO., LTD.
QUELCH ST. WINNIPEG, MAN.

"Canada Carriage" Cutters

Dealers—Get Our Keen Prices on Cutters

No. 205½D

With top, steel doors and shafts.

No. 205D

With steel doors and shafts.

Place Your Order Now



They will sell, on a quality basis, against any competition. Roomy design; nicely trimmed Finish—body black, green gear, nicely striped. Also No. 253 "All-Purpose" Jumpers with top and doors, and No. 254 with doors and no top. Supplied less shafts. Have drawbar for regular buggy shafts. Limited supply. Don't delay. We have a full line of repairs for Briscoe Cars.

F. N. McDONALD & CO.
156 Princess Street - WINNIPEG, Man.

McCORMICK-DEERING

The Strongest Built Sleigh on the Canadian Market

WITH the fall and winter hauling season at hand you are surrounded by prospects for haulage equipment offered in the McCormick-Deering line. Many farmers will want sloop sleighs of McCormick-Deering quality.

McCormick-Deering sloop sleighs are sturdy and light draft. The runners oscillate under the load. Any one runner can pass over a stone, root or hummock without straining or wrenching any part of the sleigh. This is possible because of the way the bolsters are mounted on the runners. Two iron blocks are placed between the runner and bolster and the bearing surface is such that in passing over an obstruction there is practically no friction between them.

All this is done without weakening the construction in the least. In fact, the McCormick-Deering sleigh is stronger than others. In the illustration below note the reinforcing strip of hardwood, 21 inches long, which stiffens the

runner and distributes the load evenly over its entire length, thus preventing any springing at the rear. No matter what the hauling job, there is a McCormick-Deering sleigh to do the work.

Advertising carrying the McCormick-Deering sleigh features is being broadcast over your territory. Farmers who need sleighs are being prepared for your approach. Don't let the season slip by. Earn some extra profits by pushing sleigh sales now.

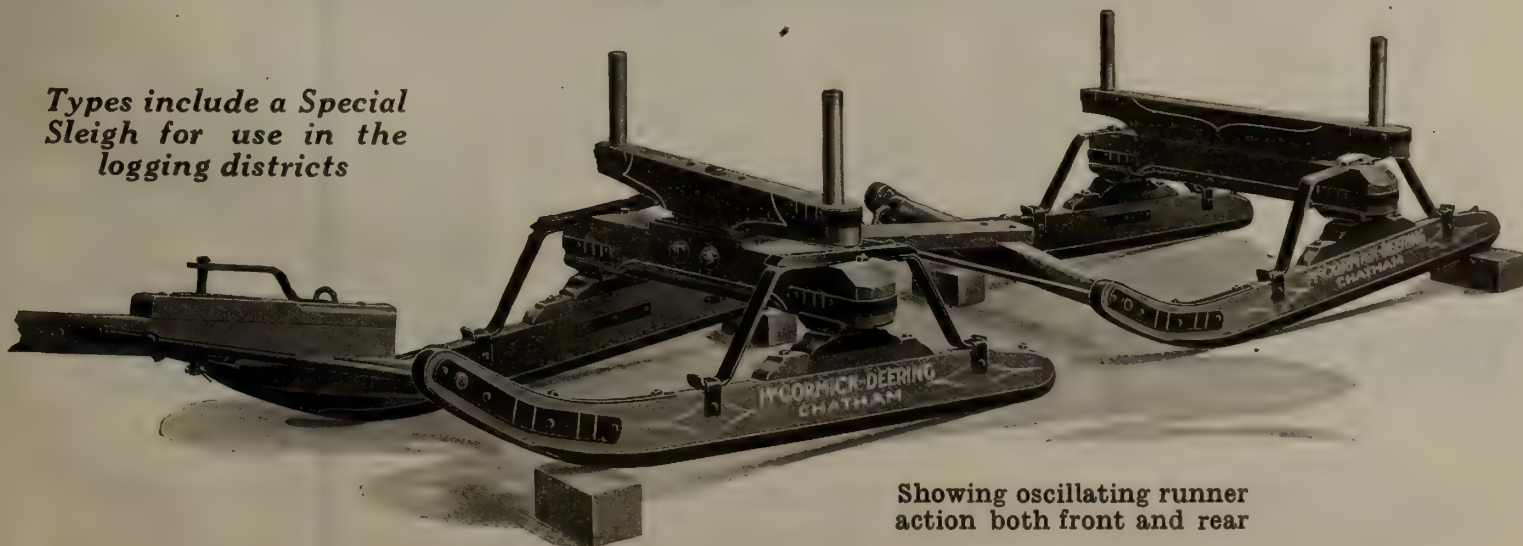
While searching for sleigh prospects keep your eye open for McCormick-Deering wagon sales opportunities. You can offer a complete line—with regular types of gears and boxes for all farm hauling.

INTERNATIONAL HARVESTER COMPANY

OF CANADA LTD.

HAMILTON CANADA

Types include a Special Sleigh for use in the logging districts



Showing oscillating runner action both front and rear

Evidence on Grain Cleaning

At the recent sittings of the Royal Grain Enquiry Commission, held in Manitoba, many demands were heard from farmer witnesses for elevator cleaners. The farmers, generally, seem to be strong for every elevator being equipped with cleaning apparatus, although it seems hard to understand why the cleaning could not be done on the farm. The only arguments advanced against farm cleaning was that it meant trouble for the farmer, although if he had his grain cleaned at the elevator he must drag the screenings back to the farm if he wishes to use them as feed.

One witness gave his experience in cleaning on the farm, showing that he cleaned a car of grain at a labor cost of \$18.50. Out of the cleanings he got 100

bushels of screenings, the freight on which would be \$14.40—so that the cleaning actually cost him \$4.10 and he had the screenings right at home for feed.

A New Type of Shocker

During the past season the Innes Shocker, made by the Innes Shocker Co., Davenport, Iowa, was used in the Weyburn district by the Porter Land Co., who farm about 40,000 acres in that territory. This concern report great success with the shocker, which it is claimed will shock 18 acres a day as compared to about seven acres in hand stooking by one man.

Farm Implement News in a descriptive article shows that this shocker is drawn beside the binder the bundles being delivered to the shocker from the bind-

ing mechanism. As each bundle comes from the binder it is seized by the operator of the shocker and the bundles are placed in the mold in pairs so that the heads of the bundles are always opposed so as to brace each other.

When the shock is formed, the operator touches a lever, the gate is closed automatically and the shock deposited on the ground. The gate is then automatically opened and the basket is brought back to position so that the operator can refill it with bundles.

E.-B. Announce List and Discount Pricing

Acting promptly on the resolution adopted at the recent meeting of the U. S. Federation of Implement Dealers' Associations in Chicago, the Emerson-Brantingham Implement Co., an-

nounces that for 1924 it will price its entire line on a list-and-discount basis with no change in terms and cash discounts. The 1924 contracts embodying these features, as well as adjustments in prices, are now being distributed.

In announcing the new sales plan, A. T. Jackson, vice-president says:

"In complying with the dealers' request for a list and discount basis, we believe we are taking a step that will result in greater harmony between dealer and manufacturer. We believe that the list and discount method of merchandising will do much toward establishing a fairer retail price and thereby enable the average dealer to make more profit in his business.

Manitoba Winter Fair Dates

J. E. Rettie, manager of the Manitoba Winter Fair and Fat Stock Show advises us that the dates for this annual event for 1924 have been changed to March 3rd to 7th, 1924. The dates previously announced have been cancelled.

General Motors Dividend

The Board of directors of General Motors Corporation have declared a dividend for the fourth quarter of 1923 of 30 cents per share on the common stock of no par value, payable December 12 to stock of record November 19.

Retail Merchants Ask Greater Security

A delegation representing the Manitoba board of the Retail Merchants' Association waited on the provincial government lately and urged a bill providing that retail merchants could advance farmers credit and, as security, take a mortgage against crops. This bill fixes the maximum amount which could be lent in this way at \$250 in the aggregate for a quarter section or \$350 for a farm of half-section or more.

The delegates pointed out that in this way the farmer whose credit was completely gone could be prevented from deserting the land.

The memorandum which was presented to the government states that it will be "impossible to carry farmers without the assistance of this instrument."

You must prove your good judgment by sane, conservative methods.



BY APPOINTMENT
TO H. M. THE KING

Massey-Harris Implements Sell All Year 'Round

There are no "off-seasons" with the Massey-Harris Agent; he has implements to sell every month in the year. Not only has he something to sell; he has something easy to sell because through seventy-six years dependable service Massey-Harris Implements have won the farmer's approval.

TILLAGE MACHINES

Plows
Disc Harrows
Spring-Tooth Harrows
Spike-Tooth Harrows
Harrow Carts
Cultivators
Scufflers
Land Rollers
Land Packers
Culti-Packers

SEEDING MACHINES

Seeders
Grain Drills
Fertilizer Drills
Fertilizer Sowers
Corn Planters
Turnip Sowers

HAY-MAKING MACHINES

Mowers
Rakes
Tedders
Side Delivery Rakes
Hay Loaders

HARVESTING MACHINES

Grain Binders
Push Harvesters
Reapers
Corn Harvesters

VEHICLES

Wagons
Dump Carts
Sleighs
Dump Wagons

GENERAL

Manure Spreaders
Spray Outfits
Tractors
Saw Outfits
Feed Cutters
Pulpers, Grinders
Ensilage Cutters
Cream Separators
Pump Jacks
Wheelbarrows
Bag Trucks
Potato Diggers
Sprayers
Gasoline and
Kerosene Engines

Full particulars about representation may be had from the manager of the branch nearest you. Write for them now.

MASSEY-HARRIS CO., Limited

Established 1847—76 Years Ago

Winnipeg, Brandon, Regina, Saskatoon, Swift Current,
Yorkton, Edmonton, Toronto, Montreal, Moncton.



All Year Sales and Profits

LOOKING FORWARD to better business next year, consider carefully the advantages of the Case Line of Power Farming Machinery.

This extensive line, with its large variety of machines, has an excellent reputation among farmers everywhere. Every sale you make opens up opportunities for other and easier sales.

Case Farm Tractors sell readily to the better class of farmers whose work demands dependable power, well adapted to both belt and traction work.

Case Steel Threshers dominate the field. Over 100,000 have already been sold.

Case Steam Engines, Silo Fillers, Baling Presses and Road Machinery round out an all year, large volume line.

Grand Detour Plows and Harrows find a ready market among farmers who know the value of good tillage.

And—next time a Case salesman calls on you, don't let him get away until he has told you about the tried and proven Case Sales Plan. 1924 will be a good year for Case dealers.

J. I. CASE THRESHING MACHINE COMPANY

Dept. M44

Racine

Wisconsin

FACTORY BRANCHES—Alberta—Calgary, Edmonton. Manitoba—Winnipeg, Brandon
Saskatchewan—Regina, Saskatoon. Ontario—Toronto

NOTICE—Our plows and harrows are NOT the Case plows and harrows made by the J. I. Case Plow Works Company



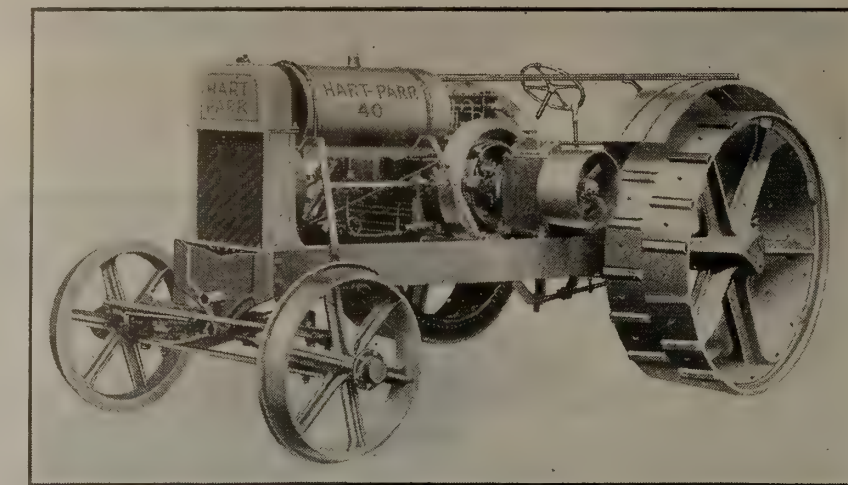
The Hart-Parr "40" Tractor

During the past season in Saskatchewan dealers and farmers showed considerable interest in the new "40" tractor recently placed on the market by the Hart-Parr Co., Charles City. The leading constructional features of this model are of interest:

The engine is four cylinder, horizontal, valve-in-head type, four cycle, with cylinders cast in pairs. The size is $5\frac{1}{2}$ inch bore by $6\frac{1}{2}$ inch stroke. The firing order being 1-2-4-3. The crank main bearings are $2\frac{1}{2}$ inches in diameter, and the end bearings $4\frac{1}{2}$ inches long.

Madison-Kipp lubrication is used, with a capacity of 7 U.S. quarts. The Alemite system is used for all hard oil lubrication. The cooling system embodies a 750 r.p.m. centrifugal pump, with a tubular, removable core radiator and friction driven aluminum fan.

Kerosene is used for fuel, with gravity feed. The kerosene tank contains 29 U.S. gallons. Ignition is by high tension magneto, K-W type, with impulse starter.



Side View of the New Hart-Parr "40" Tractor

The transmission system is selective, sliding, spur-gear design, final drive being by internal gear and master pinions. Two speeds forward and one reverse are provided. The transmission case in one-piece and dust-proof. The gears are forged with machine cut teeth, are hardened and run on ball and roller bearings in an oil bath. Final drive is by semi-steel internal gearing, and a non-locking differential pinion design is used.

The speeds of the Hart-Parr "40" are based on an engine

speed of 750 r.p.m. The high gear ratio crank shaft to the drive wheels is 40:4:1. Low gear ratio is 58:7:1. Reverse gear ratio 78:6:1. The rear axle speeds are: high, 19.4 r.p.m.; low, 13 r.p.m. A live type rear axle is used, one piece make, 3 inch diameter. Adjustable plain bearings are used, the Alemite system of cup grease lubrication being embodied.

The front axle is of auto-type, bridge construction, pivoted to the frame in centre, giving three-point suspension. The clutch is contracting band type, adjustable from one point, 36 inch diameter by 2 inch face. The front wheels of the Hart-Parr "40" are 28x5 inch face; the rear wheels are one-piece semi-steel castings 52 inches by 13 or 18 inch face. The forward speeds of this tractor are 2 and 3 miles per hour.

The over-all dimensions of this new model are: Wheel-base, 91 inches; length over-all, 140 inches. Height over all 67 inches. Width 86 inches or 96 inches with 18 inch drivers. The total weight, complete, with fuel and water is 7500 pounds.

At the Nebraska State Tests, which are compulsory in Nebraska,

and conducted by the State University Officials, the "Forty" pulled 28.23 horse-power on the draw-bar and 46.40 horsepower on the belt. This official test gives the "Forty," therefore, 15% surplus power over its belt rating, and 41% surplus power above its draw-bar rating.

This power is sufficient to pull 4-14 inch mouldboard plows, or an equivalent number of disc plows, on high gear, at three miles per hour, under ordinary conditions anywhere. This plowing speed of three miles per hour is faster than most tractors of the same, or greater, horsepower.

The belt power is sufficient to operate a 32 inch thresher, fully equipped at capacity, under all ordinary conditions, and other belt machinery requiring around 40 horsepower to operate.

The "Forty" is equipped with built up wheels for farm operation. It is equipped with heavy cast wheels, either with smooth tires, or with lugs cast in the tire for road work.

Winnipeg Wholesale Implement Association Held Banquet

For their November meeting the Winnipeg Wholesale Implement Association held a Ladies' Night in the Marlborough Hotel, when a dinner followed by whist made a most enjoyable evening for the members and their wives.

The entertainment committee of the organization are to be complimented on the arrangements made for the meeting, and it is expected that another ladies' night will be held in the spring. Following dinner, the president, M. J. Carrothers, manager of the Advance-Rumley Thresher Co., welcomed the ladies and pointed out that the Winnipeg Wholesale Implement Association was one of the oldest organizations in the city, as it was formed some thirty years ago. He proposed the toast of "The King."

The toast of "Our Lady Guests" was proposed by O. A. Cohagan, A. A. Thomson, secretary of the association replying on behalf of the fair sex. Community singing was lead by Albert Prugh, manager of the Gray Tractor Co. of Canada, who was a host in himself in the evening's entertainment. Mr. Prugh sang two or three solos in costume, as Abe Levinsky. Mr. Jack Duthe, as pianist, contributed to a great degree in the evenings entertainment.

Following dinner whist was played for a couple of hours, the winners of the prizes being:

Prepare Now for Bigger Spring Business by Arranging for Your

Stock of
STAR
Fitted
Plow
Shares

The Nearest
Jobber Has
Them



There is good business for the dealer who carries an assorted stock of Star Shares. You'll find a steady demand and repeat orders.

There's a Star for Practically Every Plow

Finished complete with bolts, ready to attach to plow. A reinforced landside strengthens the weld. Made from No. 1 Soft Centre and No. 2 Star Steels.

Sell, Satisfy and Build Business

If you have not yet stocked Star Shares, do it next season. You will find them a profitable line, and with a big volume in demand. Specify your spring needs early. Write our jobber.

JOBBERS

F. G. Wright & Co.,
Winnipeg.

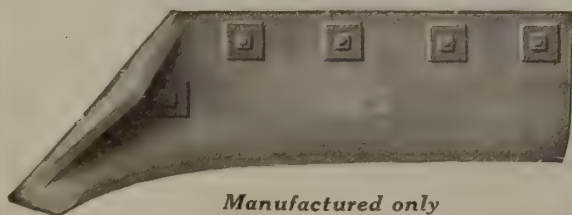
J. H. Ashdown Hardware Co.,
Winnipeg, Saskatoon, Calgary.

Wilkinson-Kompass Ltd.
Winnipeg.

Western Implements, Ltd.,
Regina.

Metals Ltd., Calgary
and Edmonton.

Western Canada Hardware Co.,
Lethbridge.



Manufactured only

Star Manufacturing Company

Carpentersville, Ill., U. S. A.

Wood and Iron PUMPS AND Clothes Reels

Our pumps are the standard of perfection. Material and workmanship guaranteed.

We also manufacture NON-SUCH whole oat Gopher poison, which is guaranteed to kill. Done up in 5 and $2\frac{1}{2}$ qt. bags.

Write for Dealers terms and prices. Strictly wholesale.

North-West Pump Co.

WILLIAMSON & MERRELL, Proprietors
Phone 3075, Office and Factory
19-6th Street BRANDON, Man.



Fig. 0
Square Head

Ladies, 1st prize, Mrs. A. A. Thomson; 2nd. prize Mrs. A. C. Davis.

Gentlemen, 1st. prize, Mr. Fred Pickles; 2nd. prize, Mr. David Drehmer.

The prizes were kindly donated by Messrs. J. A. Tanner, M. J. Carrothers, C. H. Whitaker and O. A. Cohagan.

The following ladies and gentlemen were present:

Mr. and Mrs. W. R. Cole, Mr. and Mrs. O. A. Cohagan, Mr. and Mrs. J. P. Minhinnick, Mr. and Mrs. L. J. Mumford, Mr. and Mrs. M. J. Carrothers, Mr. and Mrs. A. Prugh, Mr. and Mrs. J. Leatham, Mr. and Mrs. Fred Pickles, Mr. and Mrs. D. Drehmer, Mr. and Mrs. D. N. Jamieson, Mr. and Mrs. W. N. Robinson, Mr. and Mrs. W. Bailey, and Mr. and Mrs. A. C. Davis, Mr. and Mrs. A. A. Thomson, Mr. and Mrs. Jack Duthie, Mr. and Mrs. J. C. Menagh, Mr. and Mrs. John Robertson, Mr. and Mrs. D. Swinton.

Representatives were present from every wholesale house in the city, and the trade voted the evening a thoroughly enjoyable one.

Ellis Leaves Cockshutt Plow Company

A. H. Ellis, supervisor of western agencies for the Cockshutt Plow Company resigned his position with that concern at the end of last month, following alterations in agency supervision. Each branch of the company will now supervise its agents from the branch house, Mr. Ellis in the past having control of all agencies from the Winnipeg office. Mr. Ellis has made no plans for the future and has some personal interests which require his attention.

Known to dealers all over the Canadian West, Mr. Ellis has been connected with the implement business since 1886. In the

early days he sold for the Manson Campbell Company, Chat-ham, and also carried on a retail implement business in Ontario for some years. He came West twenty three years ago, and had been with the Cockshutt organization for the past sixteen years. In the early days Mr. Ellis was connected with the firm of Jos. Maw and Co., and he sold the first car in Regina and also in Prince Albert—the early lever-steered Oldsmobile. With long experience in the implement business Mr. Ellis will be missed by his many friends in the retail trade, for he travelled all over western territory. Should he decide to continue in the implement

trade he will prove a valuable acquisition to any firm in the farm equipment business.

U. S. Implement Production in 1922

The U. S. Department of Commerce recently issued its annual report of farm equipment production and sales for 1922, and the figures show that there was a decrease of 36 per cent. in the total value of farm equipment manufactured in that year as compared with the total for 1921. The value of production in 1921 was \$328,041,000 and in 1922 dropped to \$209,640,000.

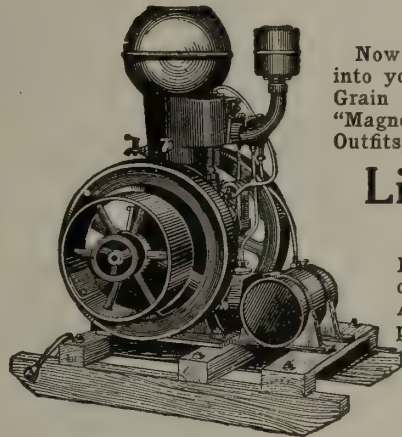
The report shows that 1922 saw many manufacturers reduc-

ing their production and cleaning up surplus stocks on hand held over from the previous year. Reports were received from 986 factories in 1922 and from 1,146 the preceding year. Some of the quantities of the leading lines manufactured in the year were:

Gas tractors, 99,692; steam tractors, 396; horse drawn vehicles, 143,548; potato planters, 6,618; horse grain drills, 16,741; tractor, drills, 865; end gate seeders, 6,838; one-horse plows, 96,298 walking plows, 190,708; one bottom sulkies, 8,814; two bottom, 6,678; three bottom, 937.

Spike tooth harrow sections, 98,640; spring tooth harrow sections, 67,246; horse drawn disc

There's Good Business Ahead During 1924 for Lister Dealers



Now is the time to arrange for the Lister Agency for next season. It will put new life into your business. Our full line includes:—"Lister," "Canuck" and "Magnet" Engines; Grain Grinders and Crushers, Electric Lighting Plants, "Melotte," "Lister-Premier" and "Magnet" Cream Separators, Milkers, Ensilage Cutters, Saw Outfits, Pump Jacks, Pumping Outfits, etc.

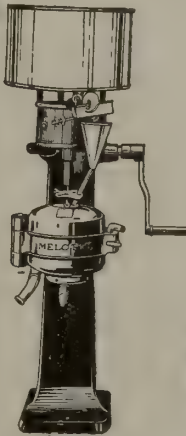
Lister Farm Engines—British and Best

2, 3, 5, 7 and 9 H.P.

You have a sound and profitable business when you handle Lister Farm Engines. Real British engine quality. Reliable and economical. The biggest engine value you can offer. Dependable; cost little to operate. High tension ignition; no batteries. Automatic lubrication. Shipped complete with skids, ready to start. Get our 1924 prices.

Lister Feed Grinders - 5 Sizes

From 6 to 12-inch plates. Guaranteed to grind more feed on the same power than any grinder of the same size sold. Have big capacity. Strongly built. Heavy steel shaft; extra long bearings. Strong reversible plates and worm force feed. Get our new low prices.



Lister Saw Outfits

Five different blade sizes. Strong, trussed hardwood frames. Heavy fly-wheel; 1½ inch steel shaft. Our prices cannot be equalled on this line.

1 H.P. Pumping Engines

A strong, dependable, air-cooled engine that sells fast at the very low price of \$59.50. Four-cycle, 3x3 inch. There's a good profit for dealers on this line.

LISTER Power and Light Plants—For Town and Farm Use

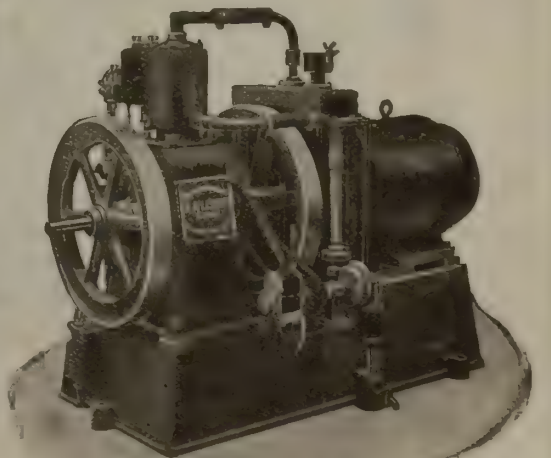
From 40 to 1,000 Light Capacity
Automatic, Semi-Automatic, Non-Automatic
"LISTER-BRUSTON" British-Built

Direct-coupled and radiator-cooled. A range of sizes to suit every requirement for farm, store, hall, church or school lighting. Powered by the famous Lister engine; high tension ignition; automatic lubrication; shunt-wound dynamo.

"LISTER-PHELPS" for Light and Power

Made in two sizes, 1000 and 1500 watts capacity. Guaranteed to supply 50 or 70 lights without battery. No switchboard. A lever starts or stops motor, cutting out battery and delivering 3½ h.p. to power pulley. Use gasoline, kerosene or distillate.

We wish Lister Dealers a Very Merry Xmas and Prosperous New Year



R. A. LISTER & CO. (Canada) LTD.
WINNIPEG, MAN. :: :: HAMILTON, ONT.

Xmas Cards

Your customers and friends are worthy of a remembrance at Christmas time. Could you remember them more fittingly than with a card of exclusive Stovel Company design?

Ask the printer in your home town. He can get samples to show you.

The STOVEL CO. Ltd.
A Complete Printing Service
BANNATYNE AVE. WINNIPEG

harrows, 45,457; tractor drawn disc harrows, 24,492; cultivators, all types, 259,535; grain binders, 38,332; grain headers, 3,126; combined harvester threshers, 2,735; corn binders, 9,638; corn harvesters, 796; potato digging machines, 15,585; potato diggers, plow type, 4,944; mowers, 80,484; rakes, sulkey, 30,019; side delivery rakes, 9,155; sweep rakes, 9,051; tedders, 5,128; loaders, 15,891.

Grain threshers, wood, 4,738; grain threshers, steel, 3,499. In the tractor lines the largest number of any horse power was that of 9-18 h.p. rating, of which 80,361 were sold. The total of track laying tractors was 4,187. Of the total gas and steam tractors manufactured in 1922, 100,088, but 10,232 were sold for export. In all 143,548 vehicles were produced in the year, of which 39,058 were buggies; 96,555 cream separators were turned out and 8,570 milking machine units. Farm engines totalled 110,746.

U. S. Implement Exports

Exports of agricultural implements from the United States in September were valued at \$5,522,863, more than double the exports of September, 1922, though \$802,443 less than in August, 1923, according to figures compiled by the Department of Commerce.



Quick-Seating PISTON RINGS

for all Tractors, Stationary Engines and Motor Cars

40c. up to 4 inch
60c. 4 to 5 inch
Larger sizes proportionate. Special Dealers' Discount. C.O.D. Parcel Post Deliveries.

Catalog on Request

Cadman & Co.
30 Aikins Block
Winnipeg

Subscribers' Information Service

Under this heading we will reply to enquiries from jobbers and dealers concerning the location of machine manufacturers, where repair parts may be obtained, etc. Endeavor always to give name of manufacturer. For immediate reply, enclose stamped, addressed envelop. Send enquiries to Information Dept., CANADIAN FARM IMPLEMENTS, Winnipeg.

W. D., Alta.—We have no record of a 4½-inch grinder with the number U257 on the plates. This may be one of the Stover lines, made by the Stover Engine and Manfg. Co., Brandon, or may be a type sold by the Ontario Wind Engine and Pump Co., Regina.

C. H. Co., Sask.—Parts for a 14-inch gang plow. 596 lever latch, C77 lever ratchet and 540 are for a plow manufactured by the Thompson Plow & Engine Works, Beloit, Wis. No repairs for this plow can be had in Canada. Write the factory direct.

E. D. Alta.—We do not know of a stationary farm engine called the "White". Do you mean the "Witte" engine? If so the only repair source is the Witte Engine Works, Kansas City, Mo. If, however, the name is correct, there was a White engine manufactured years ago, the line being obsolete. The only repairs for the White, should this be the engine, is to write the Gillette Rubber Co., Eau Claire, Wisconsin.

M. Bros., Sask.—The following firms can give you prices and information on a line of democrats: F. N. McDonald & Co., 156 Princess Street, Winnipeg, and the Cockshutt Plow Co., Saskatoon.

T. S., Man.—For equipment to remove or extract the juices from vegetables, write to the following: The London Foundry Co., London, Ont.; W. R. Perrin, Limited, Toronto; The Fruit Machinery Co., Belleville, Ont. We do not know of any machine which will recover moisture from a pulverized mineral substance by a vacuum process.

A. W. B., Sask.—You can get repairs for the line of "Moore" heaters from the Beach Foundry, Limited, 246 Princess Street, Winnipeg. The T. Eaton Co., Winnipeg still handle repairs for the 1915 model, 9-21 of the "Old Homestead" range.

J. W., Man.—You can get parts for the Gray 1½ h.p. engine from the Gray Motor Corporation, Detroit, Mich. No parts are carried nearer than the factory.

L. & C. Sask.—You can get complete information on the Loudon line of barn equipment from Alberta Dairy Supplies, Ltd., Edmonton.

G. G., Man.—Repairs for the Bell line of ensilage cutters can be had from Anderson-Roe & Co., Winnipeg.

J. S., Sask.—Parts for the New Williams sewing machine can be had from the Dominion Sewing Machine and Phonograph Co., 300 Notre Dame Ave., Winnipeg.

L. & E., Sask.—The only firms manufacturing stubble burners in the West are

the Canadian Farm Implement Co., Medicine Hat, Alta., and also Colthorp & Scott, Dominion Bank Bldg., Medicine Hat.

F. W. B., Sask.—The cream separator with bowl number G3582 and serial number 18332429 is one of the Galloway types. You can get rubber rings for this machine from the Galloway Co. of Canada, 1650 Portage Ave., Winnipeg.

W. P. & Son, Alta.—There are no distributors in Alberta for the "Jumbo" fanning mill. This mill was manufactured many years ago in Minneapolis and is now obsolete. It was later made for a year or two in Winnipeg, but no parts are now available. You can secure Renfrew scales or parts for same from the Cockshutt Plow Co., Edmonton.

W. E., Man.—Kelly farm engines were made some years ago in the United States by a firm known as O. S. Kelly. No repairs can now be had for this line.

M. H., Man.—We are advised that the brush breaker with casting A-81 is the John Deere New Brush Breaker. Part can be had from the Winnipeg branch of the John Deere Plow Co., Ltd.

F. P., Man.—Repairs for the Lalley electric lighting plant can be had from the Lalley Electro Lighting Co., Detroit, Mich. Parts for the "Clipper" fanning mill are not carried in Canada. Write the makers, A. T. Ferrell & Co., Saginaw, Mich.

F. J. W., Man.—Plates for feed grinder H141 and D140 are for type made by Bauer Bros. Company, Springfield, Ohio. Their machines have not been sold in Canada. Write the factory direct.

H. A., Man.—Repairs for the "Northwest" steam engine can be had by writing the Advance-Rumely Thresher Co., Regina.

E. C., Man.—Repairs for the "Maple Leaf" line of feed grinders can be had from the Cockshutt Plow Co., Winnipeg. This grinder is manufactured by Gould, Shapley & Muir Co., Brantford, Ont.

C. T. M. Man.—The Klean Kwick vacuum washer is made by the Klean Kwick Washer Co., Cedar Falls, Iowa.

M. J. R., Sask.—Subscriber wants information regarding what machine a part numbered B2195 is for. This is evidently a binder part. Can some reader identify it?

W. J. F., Sask.—The "Sta-Rite" farm engine has not been manufactured for many years and the only repair source is the La Crosse Tractor Co., La Crosse, Wis.

A. H. B., Alta.—Repairs for the Chicago Aermotor windmill are no longer procurable in the West. Write the factory—the Aermotor Company, 2500 Roosevelt Road, Chicago.

C. E. H., Sask.—You can secure parts for the Wortman-Ward grain crusher from Beatty Bros., Dublin Ave., and Notre Dame, Winnipeg, Man.

T. L., Sask.—Repairs for the Woods thresher can be had from the Canadian Oliver Chilled Plow Co., Regina.

P. H., Man.—Repairs for a Peter Hamilton No. 5 mower can be had from the United Grain Growers, Winnipeg.

D. S., Man.—The Reid cream separator is no longer manufactured. You can get parts for it by writing the A. H. Reid Creamery and Dairy Supply Co., Philadelphia, Pa.

H. M., Man.—Repairs for the "Hercules" farm engine can be had from the United Grain Growers, Winnipeg.

C. E. C., Sask.—You can only get parts for the Betendorff Steel Truck from the International Harvester Co., Chicago. The nearest branch of the company can get them for you.

T. A., Sask.—In reference to your enquiry regarding parts for the "Admiral" hay press, this machine is distributed in the Canadian West by the Cockshutt Plow Co. You can get parts from their nearest branch.

J. D. T., Sask.—Disc harrow boxing B718 is for a Moline harrow. You can get parts from the John Watson Manufacturing Co., 311 Chambers St., Winnipeg.

C. C., Man.—The "Ohio" feed cutter is manufactured by the Silver Manufac-

turing Co., Salem, Ohio. For parts write the factory direct, as no repairs are carried in Canada.

J. V. F., Sask.—The "Olds" No. 1, type A, 1½ h.p. engine was made originally by the Seager Engine Works, Lansing, Mich. Both the Massey-Harris Co., Winnipeg, and the Advance-Rumely Co., Winnipeg, have a limited stock of parts.

J. W., Man.—Aylmer pump parts can be procured from the manufacturers, the Aylmer Pump & Scale Co., Aylmer, Ont. No parts can be had for a Paris Scotch clipper plow. The line is now obsolete.

W. R. L. Sask.—Parts for the McDougall pump can only be had from the manufacturer, R. McDougall & Co., Ltd., Galt, Ont.

W. J., Man.—Parts for the "Winona" wagon can only be had from the manufacturers, the Winona Wagon Co., Winona, Minn.

C. P. Co., Man.—Parts for the "Falk" engine can be had from the Advance-Rumely Thresher Co. Ice plows are handled by the J. H. Ashdown Hardware Co., Winnipeg and Saskatoon.

E. & R., Man.—Plates for a Martin feed grinder can be had from the Regina branch of the Ontario Wind Engine & Pump Co.

Annual Report of British Amalgamation

According to a report in our London contemporary, the Agricultural and General Engineers, Ltd., of Great Britain, have suffered owing to conditions in the implement business. This amalgamation was composed of fourteen firms, all of which had been long established. The report for the past year shows a loss on the year of \$727,625, despite a manufacturing profit of \$1,351,170. The net assets of the associated firms are given as \$10,200,000. When the slump came in 1920 and 1921 the directors found that the policies of central selling and buying and of mass production, were wrong and not sufficiently elastic to cope with the altered conditions. The net results of the four years trading of the associated companies showed a total loss of \$1,260,625, and a total shrinkage of assets of \$2,187,890. Only some 25 per cent. of the plant and buildings owned by the amalgamation have been in use latterly, and the board have decided to write the values down to \$8,750,000, which was approximately the net value of the assets at March 31, last. To adjust a deficiency of \$6,167,220 it is recommended that nearly two and one half million ordinary shares of \$4.85 value each should be written down to \$2.50 per share—the ordinary shareholders to surrender approximately 15 per cent. of their holdings to the first and second preference shareholders, who will waive the interest that will be due them up to and including March 31st, 1924.

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H. CATER, Brandon, Man.



HOW TO MAKE FARMING PAY

An outline of the methods and practices on a mixed farm the owner of which has made a living and a little more every year for twenty years. When farming of this kind is adopted in your district both farming and the implement business will pay.

TIMES are hard, farmers are discouraged, bankers anxious and bailiffs busy. Many men have left their farms; some surreptitiously, others with such assistance as lawyers and the experts working for creditors could render. Interest on mortgages and taxes are not in all cases being paid. Neither are bank loans being cleared off nor store bills met.

Yet in every district are men who are making money. Even in those sections where crops have been a complete or partial failure for several years, you will find individual farmers who are making a living, some even putting money in the bank or buying Victory bonds.

Many readers may doubt the truth of that last statement, that there are farmers anywhere who are making money. But it is true and applies to all neighborhoods. Take a look around your own and see if you cannot locate one man at least, who, in spite of everything, appears to be getting ahead. Such individuals really exist.

In this article I am going to tell about one farmer who has made farming pay. I shall not call him Mr. A or Richard Roe, or give him no fixed place of abode, but shall introduce the man, state where he lives and outline as well as I can the practices he follows in working and managing his farm. The subject of this sketch is one Alois Forester, farmer, Carman district, Manitoba. Mr. Forester made a living all through the "bad" years; what is more, he put money in the bank and paid his debts.

Alois Forester settled in the Carman district some 20 years ago. He had come to Western Canada 12 years earlier, had worked out for a while, had saved his money and lost it. When he moved onto the farm where he now resides his total assets, capital and farming equipment, consisted of a team of horses, an old wagon and \$15 in cash.

He took up a half-section of bush land and started in to clean it up and make a home. Long ago, in spite of some bad luck, but through dint of hard work and careful management, he succeeded in clearing the farm and doubling its area and making a home for his family. His farm today consists of 640 acres, 450 of which are under cultivation, the remainder in bush and pasture. He has 21 horses 6 of them brood mares, 14 cows and 25 young cattle, always keeps from 20 to 50 pigs and has several hundred hens and turkeys. He has a comfortable home, has money in the bank, has some Victory bonds and owes no man a dollar.

How did Alois Forester do all this? I hate to give you the answer, it seems so simple and old-fashioned, but the truth is that Alois Forester made money farming because he worked hard and planned ahead and because his wife did the same thing, only a little better. They have eleven children, and they worked too, not so they were hurt you understand, but so they would be doing something useful.

Before he had been long on his farm Forester discovered that his land was not going to stand being cropped to wheat year after year. He started with that idea, but when he saw that his soil was playing out—it is a rather light soil—he changed his practices and started seeding down to grass and increasing the number of live stock. Later he learned about sweet clover and started growing that. He seeds down to grass and sweet clover every year; every year he breaks up a piece of sweet clover after the first crop has been cut and summer fallows this for the remainder of the season. Of late years he has grown some corn.

In a nutshell that is the Forester system of farming, so far as operating the fields are concerned. The basic principle of his farming practice is the old-fashioned one that the farm should first of all, produce a living for the family. That is to say it should provide from its own products as large as possible, a part of what the family requires to live on—meat, eggs, butter, vegetables, fruit, honey, milk, flour, and whatever else it is possible to grow.

Fourteen cows are kept. Cream is shipped to Winnipeg in summer and made into butter and sold locally in

winter. Butter and eggs pay all household expenses, buy all clothes required by the family, with a substantial balance over to go toward meeting other expenses or to go into the bank.

Pigs and young cattle provide meat; the garden furnishes all the vegetables that are needed; poultry are a paying proposition; bees supply what honey is needed, every branch of the farm is operated with the idea that it shall provide, first of all, for the needs of the family, with something over, in each case, to sell.



Turkeys are raised in large numbers. The hens and turkeys are one of Mrs. Forester's enterprises. She makes more than enough from the poultry every year to pay for everything bought at the stores.

The Forester method is simple: grow enough of everything for your own use, with something over to sell. The system is effective; it is not a secret; anyone may make use of it. The only really disagreeable thing about following this system of farming is that it calls for a man staying at home pretty steadily, looking after his business. Most successful farmers known to this writer are men who stay at home a good part of the time and always seem to be doing something when they are there. Possibly there is something in this as well as in making the farm provide for the family as a first consideration. But that point need not be stressed.

I asked Mr. Forester for his secret of success. He disclaimed having any secrets and refused to admit that he had accomplished anything out of the ordinary. But he did get to talking about the farm and the reasons for things working out as they have done, which was what I wanted. He said: "I landed in Winnipeg 32 years ago this year with exactly \$10 in my pocket. I worked out for some years and saved my money, but by a stroke of bad luck lost all I had saved and came here with just \$5 more than I had when I reached Winnipeg years before. I started over again on this farm, and have made some money not a great deal as money is reckoned by some, but a good deal for me considering what I started with just 20 years ago. Everything on the farm is paid for and we have everything we need.

"There are two or three things," continued Mr. Forester, "that I never do. I never buy stocks from stock salesmen and I never speculate. Stock salesmen never have anything I want to buy, nor for the life of me can I see why any farmer should want to invest in such stocks as are peddled round from farm to farm by salesmen. Speculation is too risky a game for a man who earns his money by hard work. The bank is the place for the farmers' savings until he gets enough ahead to buy a bond or put it into some other safe investment.

"Farming is not a business at which a lot of money can be made in a short time. A living is the first consideration. If a man so manages his farm that he succeeds in making a living from it every year, pays all his debts and has a few hundred over, then that person is doing well enough. He can do this if he sticks to the sure crops—live stock, poultry, garden crops, bees, sweet clover, grasses—and does not gamble all his effort on growing a crop of wheat. Some wheat should be grown—it is a good crop—but it is a mistake to stake the whole year's effort on wheat. Hay stacks are a more certain source of revenue, one year with another, than wheat stacks.

"Another thing I hate to do is to have money idle or equipment that does not earn enough to pay for what it cost. Money should be kept rolling round doing something for the man who owns it. I mean that money should be put into the bank as soon as it is received and left as long as possible earning interest. Spending money for something that is not needed is simply wasting it. "The man who farms with the idea of making a home for himself and something over for old age must be prepared to do three things: He must be willing to work hard, he must save and he must manage his business, not just let it run itself. Good management consists in planning ahead, in seeing that all branches of the farm pay, in eliminating chance as far as possible.

"Practically any man who is willing to abide by these rules for a number of years can become comfortably well-off farming. An immediate great success cannot be expected, for farming is not a business where the money can be made quickly. But in time the man who works and manages as I have described will find himself with a comfortable home, everything he wants, no debts, and, possibly, with a small nestegg for the proverbial rainy day."

Live stock is the foundation of the success made by Alois Forester. Here are shown some of the young cattle; in the background the farm house.

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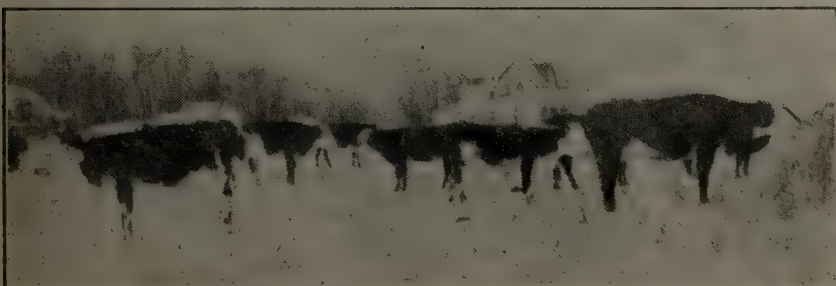
Live stock is the foundation of the success made by Alois Forester. Here are shown some of the young cattle; in the background the farm house.



Making sausage on the Forester farm. Nothing is wasted on this farm, which is as it should be where farm folk want to get along.



Pigs are an important adjunct. Mr. Forester sells from 30 to 50 pigs every year. Besides, the family always have their own pork.



Live stock is the foundation of the success made by Alois Forester. Here are shown some of the young cattle; in the background the farm house.



Ideal winter quarters for a bunch of brood sows or for the winter fattening of shotes.

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The Pioneer Farm Journal of Western Canada

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